

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

October 16 1982

Clothier: draft regulations ready for Parliament

Council seeks agreement on planned distribution

Vestric's sales accelerate'

Parallel imports: a personal opinion

Clinical pharmacy: cancer chemotherapy (1)

When we designed the new Freflo teat, we didn't just stop there.

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¹ Überbacher, H.J., *et al.* Multicentre long term study (awaiting publication)

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Basic NHS Cost £8.40 per 100 tablets 'Ismo' is a Registered Trade Mark.



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COMMENT

Rural bliss?

Clothier's rural dispensing proposals agreed and implemented by legislation early in 1983 — that is the hope of the medical and pharmaceutical profession's negotiators, following their meeting on October 6 (p676).

A more bland statement to follow a couple of weeks of harsh words (on the pharmacists' side at least) could hardly be imagined, since it gives nothing away concerning the final discussions on patient option forms, nor on the other remaining contentious issues such as the effect of opening pharmacies in urban areas on the edge of rural doctor dispensing practices. We will have to wait for the draft regulations to see whether there has been horse-trading, and whether there are winners and losers — or simply a healthy compromise.

If, in the end, there is a compromise which both parties can accept, albeit reluctantly, then the low profile now being exhibited by the negotiating teams will prove to have been the correct approach, since further argument and recriminations would be no basis for future co-operation.

At the moment there appears to be no intention of releasing the draft regulations before they are ready to be laid before Parliament — probably two more months at least. So it is at the Parliamentary stage that rural pharmacists — and, it should be remembered, rural doctors — will have their final chance to accept, reject, or make amendments. They can do so through lobbying their MPs, and now is clearly the time to be priming MPs with the background to the dispute.

But once again we must warn that attempts to change what has been negotiated between the professions could sound the death knell for legislation, because the politicians have shown marked reluctance to become involved.

On the positive side the regulations will bring stability for both professions (and for patients) and where change is

agreed it should be both gradual and compensated for in financial terms. If this leads to a sweetening of the soured relationship between rural doctors and pharmacists it could alone make Clothier worth the effort and the waiting.

But while the regulations may save some rural pharmacies from closing, they are unlikely to help many new ones to open. On the other hand, if they do not readily permit the opening of pharmacies in growing rural communities — where frequently the term "rural" is already a blatant misnomer — then there will be many pharmacists who will believe the price of Clothier is too high. The dissenters must in that case persuade their Westminster representatives to agree with them — perhaps going it alone, because it will be difficult for the profession's official bodies to fight against something they themselves have created and already agreed. Let us hope that, after all, 1983 will herald a new era of medico-pharmaceutical co-operation.

Parliament next stop for Clothier

Negotiations on the Clothier report on rural dispensing seem to be at an end, with the medical and pharmaceutical professions agreeing to the content of draft regulations to be laid before Parliament.

No details have been released on the outcome of the matters which — such as patient option forms — have been in dispute in recent weeks, but a statement issued from the Pharmaceutical Services Negotiating Committee after the October 6 meeting said that amendments to the draft regulations were discussed and “considerable progress made.”

Department of Health solicitors have agreed to submit the amended regulations for consideration by all concerned as soon as possible, and it is hoped that negotiations will be finalised in time for the Clothier proposals to be implemented early in 1983.

... more Clothier comment

Mr David Coleman has refuted suggestions that he was attacking doctors and speaking against the Clothier proposals at the BP Conference in Edinburgh as a complete reversal of his position. “It is unthinkable,” he says, “that we should go back to pre-standstill days.”

At the meeting of the National Association of Superintendent Chemists and Opticians in York earlier this month, Mr Coleman, vice chairman, Pharmaceutical Services Negotiating Committee said the future for both the medical and pharmaceutical professions would be very bleak, especially in rural areas, if there was to be no Clothier-type legislation. Without Clothier individual Pharmacists (and doctors) would suffer seriously. “Above all patients would be caught in the crossfire,” he said.

Although there were unsatisfactory elements in the proposals and other points which required further detailed discussion the overall concept at this time was right.

While doctors and pharmacists had been competing for dispensing, the atmosphere between them had not been conducive to a rational examination of the real health care needs of rural communities, he said. The Clothier legislation would get us away from fear of sudden change. And the associated compensation arrangements would enable changes to be made, with good will on both sides.

When Clothier is agreed Mr Coleman believes there will be an opportunity to look forward. In many rural areas of Western Europe co-operation between medical practitioners and pharmacists was the rule rather than the exception, he said. In several areas doctors dispensed some drugs to patients who live many miles from a pharmacy but obtained supplies from the nearest pharmacist. In other areas a “depot” box was maintained in remote areas and replenished by the pharmacist.

Suppose doctors who gave up dispensing received an increased “bag” allowance in rural areas, suggested Mr Coleman. He said present and future methods of remunerating pharmacists with increasing reliance on the Basic Practice Allowance could mean a considerable cost saving to the DHSS. If future scripts went to pharmacy, as more scripts are dispensed by a pharmacy, the cost per script to the DHSS falls rapidly.

Additionally the need for the Essential Small Pharmacy Scheme would be reduced if pharmacists in rural areas did more dispensing. By reducing doctor dispensing real savings could be made by the DHSS. Some of these savings could then be used to reimburse the rural doctors for the undoubtedly higher expenses which they have in these areas, he concluded.

November hearings on Depo-Provera

Upjohn say they believe the Minister for Health may reasonably be asked to give more detailed justification — at the public inquiry in November — for his decision to reject the recommendation of the Committee on Safety of Medicines to grant a licence for its use as a long-term contraceptive.

According to the DHSS, sessions primarily concerned with procedural matters will be held on November 8-9, at the Royal United Services Institute in London, starting at 10am each day. The hearing will then adjourn and will be resumed in the week of April 25, 1983.

Commenting on this Mr Geoff Rodgers, managing director of Upjohn Ltd, said: “We do not believe the safety or effectiveness of Depo-Provera is at issue in this inquiry,” he says. “The scientific and medical case supporting the contraceptive use of the product is borne out by the CSM’s positive recommendation.”

Depo-Provera is currently approved in over 80 countries world-wide for contraception. In the UK it is licensed and used for the treatment of endometrial, renal and breast cancer as well as for short-term contraception.

□ A DHSS statement says: A public hearing is to be held at the request of Upjohn Ltd, the manufacturers of Depo-Provera, to enable them to present their case against the Licensing Authority’s proposal to refuse a product licence for the drug Depo-Provera for long term use as a contraceptive. Upjohn Ltd will appear before a panel appointed by the Licensing Authority who will be as follows: Professor Rosalinde Hurley (elected chairman), Mr Ian Kennedy, Prof A.W. Asscher, Dr B.J. Leonard, Dr H.S. Jacobs.



“Peace has broken out, so over to you...”

Council to seek policy on distribution

The Pharmaceutical Society is to seek a meeting with other pharmacy bodies to see whether an agreed policy can be reached on the planned distribution of pharmacies.

The decision was made at this month's Council meeting at the suggestion of Mr Darling, who reminded those present that for some years the major supermarket companies had "flirted" with installing pharmaceutical services within their premises, and recently there had been an increase in the number of pharmaceutical franchises in the major High Street stores. It was some time, Mr Darling said, since either the Council or any body in pharmacy had given active consideration to a planned pharmaceutical service. He suggested that the time was appropriate for the Council to look again at its document on the subject, and to see whether pharmacy bodies could agree on a policy and make an immediate approach to the Government.

Mr Darling therefore proposed, and Council agreed, that Council should, as a matter of urgency, examine its document and its policy on the planned distribution of pharmacies, and that the president should convene a meeting with the other bodies that had met before to consider the matter.

Discount variance complicates inquiry

The "greater variance" in discount levels offered to different contractors has complicated the discount inquiry. This view is taken by the chairman of the Pharmaceutical Services Negotiating Committee in his statement in the annual PSNC report when he points to changing patterns in wholesaler discounts and the introduction of notional pricing.

Mr Sharpe comments: "This is potentially one of the most important aspects of NHS remuneration currently under discussion." The final level of discount will be determined by the net ingredient cost inquiry being conducted by an independent unit composed of members of the DHSS and PSNC staff. The establishment of a permanent pharmacist's review panel as recommended by the Franks panel was one of the highlights of the year, he says. "The profession of pharmacy is fortunate to have members of the calibre of the present panel to assist in the resolution of disputes over remuneration between the DHSS and the Committee."

The first dispute referred to the panel concerned the allocation of property costs. The Committee is confident that the outcome of the panel's recommendations

1982 CHEMIST ASSISTANT OF THE YEAR COMPETITION



Gloucester winner at Cheltenham

Ann Bennett of E.S. Davis Ltd, 118 Stroud Road, Gloucester is the winner of the Cheltenham regional final of the Chemist Assistant of the Year competition. In second place was Irene Gee of NCC Chemist, 36 Upper Bridge Street, Walsall and third place went to Candy Garbett of J.L. Harding Chemist, Stroud Avenue, Willenhall, West Midlands. Pictured (right) are the three winners and (below) the contestants of the



regional final with their Aynsley China Bowls of Flowers — a gift from Tampax to all regional heat contestants.



'Victory' for Boots and BUVA

Boots the Chemists took anti-vivisectionists to court last week over allegations that animals were used to test their cosmetics and toiletries. Afterwards both sides claimed victory.

Three weeks ago Boots won a court ban on leaflets published by the British Union for the Abolition of Vivisection which featured a picture of a beagle alleged to have been used in experiments by the company.

Last Friday, after a private High Court hearing before Mr Justice Russell in London, a spokesman for the company said that BUAV had agreed to publish a retraction in their magazine *Liberation*. But the anti-vivisectionists pledged they would produce a new leaflet, with different wording.

The dispute arose in June when 13 beagles disappeared from Boots' research establishment at Thurgarton, Nottinghamshire. Thousands of leaflets with a picture of one of the animals were

will justify PSNC's submission and bring to a close a dispute which originated in 1973.

Referring to the proposed simplification of NHS remuneration discussed at the conference of Local Pharmaceutical Committee representatives in March, he says: "While the majority of representatives were in favour of an increase in the Basic Practice Allowance as an aid to rational

circulated throughout the country.

A Boots spokesman said: "We do not test any cosmetics or toiletries on animals and the BUAV have agreed to say so."

But Margaret Manzoni, a BUVA official, said: "We are quite happy with that arrangement because we did not say that in the first place. What we said in the leaflet — and what we stand by — is that Boots sell products which have been tested on animals."

"We will be producing a new leaflet with new wording. It will mention Boots, it will be virtually identical, but we will make it clear that they do not test cosmetics on animals."

The Boots spokesman said the company only sold tried and tested cosmetics for which there was no need for such experiments. But all cosmetics contained ingredients which, in the past, would have been tested on animals. The company's policy now was to use human volunteers to test cosmetics.

Ms Manzoni said the BUAV would go ahead with its planned nationwide protest against Boots on November 13.

distribution and a deterrent to 'leapfroggers', there was still the desire to retain an element of on cost as a hedge against inflation."

■ The Medicines (BP Commission) Amendment Order 1982 (SI 1982 No 1335, HMSO £0.75) enables the BP Commission to prepare a compendium of veterinary medicines under section 99 (3) (b) of the Medicines Act.

Society to survey 'random' pharmacies

The Pharmaceutical Society is to carry out a survey of pharmacies before the end of the year. A confidential questionnaire, posted to a random sample of one sixth of all pharmacies in Great Britain, will seek information on the numbers of pharmacists employed, their hours worked, the type of locality and the distance from other pharmacies, hours of opening and any on-call service, the number of prescription items dispensed and the proportion of turnover accounted for by NHS receipts. The questionnaire

Pharmacy numbers for September

The number of pharmacies on the Society's register of premises rose to 10,746 in September, an increase of 14 on the previous month.

In England 23 pharmacies opened (six in London) and nine closed (two in London). Two shops opened in Wales and one closed, with the reverse happening in Scotland — one opening and two closing.

Bricanyl nebulisers again!

Bricanyl nebulisers supplied on prescription are to be reimbursed to the value of £7.18 (the cost of a Bricanyl Spacer). Manufacturers Astra Pharmaceuticals have agreed to lower the price of the nebuliser following discussions with the PSNC and the Prescription Pricing Authority. This follows an announcement (*C&D* October 9, p633) that the product would not be available on FP10. Queries should be directed to Mr Lane on St Albans 33241, ext.39.

Doctors' supplies made 'official'

The practice of doctors supplying drugs for immediate treatment or personal administration is now officially recognised under NHS regulations, following an amendment which came into effect on October 4.

The NHS (General Medical and Pharmaceutical Services) Amendment Regulations 1982 (SI 1982 No 1283, HMSO £0.75) state that "A doctor (a) shall supply to a patient any drug or appliance where such a supply is needed for the immediate treatment of that patient before a supply can be otherwise obtained; (b) may supply to a patient any drug or appliance which he personally administers, or as the case may require, applies to that patient."

Among other changes, the Regulations also allow doctors to receive fees from

will be similar to one used in 1974.

The Pharmaceutical Services Negotiating Committee, the Pharmaceutical General Council (Scotland) and the Company Chemists Association have all promised support for the survey, on the understanding that they would be consulted on the findings in advance of publication. Analysis of the results which is expected to be available next Spring, will be undertaken by Heriot-Watt University.

The Society is also to consider obtaining more detailed information on the nature of pharmacists' employment by means of a questionnaire supplementing the information obtained annually from the retention fee forms.

patients for prescribing or supplying medicines to take abroad and for medical examinations to determine whether patients should be exempted from wearing seat belts.

Provision for doctors in Scotland to receive the latter fees are among the amendments which came into effect on October 4 under the NHS (General Medical and Pharmaceutical Services) Scotland Amendment Regulations 1982 (SI 1982 No 1279, HMSO £0.75).

Mail order on cable?

Cable television could devote a channel to home shopping and become, in effect, the equivalent of a mail order catalogue, it was suggested in a report published this week.

The "Report on the inquiry into cable expansion and broadcasting policy" (HMSO £4.40) says: "We see no reason why cable should not be allowed to devote the whole or any part of a channel to advertising in this way."

'Singlehanded' lab wins Kodak gold

R. H. Williams of Haverfordwest, have won a gold award in the 1982 Kodak award for quality scheme, for consistently excellent quality from May to August.

R. H. Williams Photographic Supplies is run singlehanded by Mr Ronnie Williams

The Chester laboratory of Colourcare Photo Service won a silver award, based on results for July and August.

The table of merit for July is:-
Addy's (Boston) Ltd;
Belmont Photo Works Ltd, Belfast;
B. Alan Freegard Ltd, Poole;
Grunwick Processing Laboratories Ltd, Borehamwood (darkroom service);
Thomas Litster, Peebles;
Munns Brothers Ltd, Birmingham;
Colourcare Photo Service, Chester;
Photographic Services (NW) Ltd, Wallasey;
R. H. Williams, Haverfordwest.

TUC launch petition for health workers

The TUC through the members of its constituent unions launched a petition this week in support of health service workers. It is to be presented to Parliament on November 24.

Additional days of action by TUC members — in addition to those announced in *C&D* October 2, p570 — took place this week in East Anglia, on Wednesday in support of health service workers. The final two days of support take place next week in London and the SE on Tuesday and in Scotland on Wednesday. Pharmacist members of ASTMS have been recommended to give maximum support in the various regions.

The next major action in support of the health service workers will be taken by transport workers on November 8. The members of the TUC Transport Industries committee are to recommend to their members that they give maximum support, up to and including a 24 hour stoppage. As *C&D* went to press, the TUC health services committee endorsed the call for a one day stoppage by its members on November 8. Unions intend to provide emergency cover.

International condom standard agreed

A new international standard for condoms has been accepted at a recent London meeting of the International Organisation for Standardisation.

This development is the culmination of discussions between 17 ISO member countries, including the UK. The draft standard, ISO/DIS 4074, will be passed to the ISO secretariat in Geneva and should be published in 18 to 24 months' time. The standard may be backed up by an international certification scheme for the manufacture of condoms.

The meeting also accepted, ISO/DP 8009, a 10-part draft standard for reusable rubber contraceptive diaphragms. Intra-uterine devices were discussed, and it was agreed that the Secretariat should work towards preparing draft standards suitable for quality control of IUDs.

■ The Food and Drug Administration in the USA has proposed to remove phenacetin from analgesics. Phenacetin can cause kidney damage and anemia and the FDA will rule that any prescription or nonprescription drug product containing phenacetin will be unlawful in a year's time.

■ The Department of Health and Social Security issued a warning to travellers from the United States about the possible dangers from poisoning by contaminated extra-strength Tylenol tablets which may have been purchased there. Though this pain killing product is not licensed for sale in the UK travellers may have supplies in

their possession and if so, they should contact Medicines Division of the DHSS at 01-720 2188, Ext 3168 or 3156.

■ An Order coming into effect on January 1, 1983 raises the limits on the amounts which a member of a registered friendly society, eg Unichem, may be entitled to receive under non tax exempt business. The Friendly Societies (Limits of Benefits) Order 1982 (SI 1982 No 1353, HMSO £0.35) stipulates the new limits as £50,000 by way of gross sum under life or endowment business, whether or not any part of the entitlement is under a mortgage protection policy, and £5,000 by way of annuity.

■ Dr J. Brown, head of the department of pharmaceutical chemistry at Sunderland Polytechnic has been awarded grants totalling nearly £75,000 to continue his research on the design, preparation and evaluation of potential anticancer drugs; £48,500 from the Medical Research Council and £25,048 from the Northern Council of the Cancer Research Campaign.

PEOPLE

Nobel prizewinner from Wellcome

Dr John Vane, group research and development director of the Wellcome Foundation, based at Beckenham in Kent, has won the 1982 Nobel Prize for Medicine for his work on prostaglandins. He shares the prize of over £100,000 with two Swedish scientists, Dr Sune Bergstrom and Dr Bengt Samuelsson of the Karolinska Institute in Stockholm. The citation says: "Dr Vane discovered prostacyclin and has carried out detailed analysis of its biological effect and function. In addition he made the fundamental discovery that anti-inflammatory compounds such as aspirin act by blocking the formulations of prostaglandins." Dr Vane joined Wellcome in 1973 from the Royal College of Surgeons where he had been professor of pharmacology. In 1974 he was made a fellow of the Royal Society for his work on prostaglandin metabolism and for identifying the mode of action of aspirin. He graduated in chemistry from Birmingham University and then in pharmacology at Oxford where he got his doctorate.

Miss A. Malton has been awarded the 1982 R. P. Scherer Award for her paper on "Evaluation of a new system for measuring the particle size distribution of inhalation products." The paper will be presented at the Industrial Pharmacists Group meeting at the Pharmaceutical Society on October 27.

TOPICAL REFLECTIONS

By Xrayser

No problem

I had no time to go to the Welsh pharmaceutical conference last weekend, which was a pity, as I would liked to have heard the two speakers who argued in favour of allowing only pharmacists to own pharmacies. As you may have guessed I am wholeheartedly . . . etc, etc . . . in favour of the concept.

However, I am not so sure I agree with the reasoning behind their arguments, since their object is to phase out the business image so as to become truly professional. In my view such a course would bring about a considerable change in the nature of retail pharmacy which, while it might enhance *our* view of our professionalism, would inevitably bring about both a serious reduction in the number of pharmacies, and isolate the pharmacist from the public. The unique combination of retail and professional services we provide is what gives pharmacy its particular value in the community since the desire to satisfy the needs of the customer provides an ever present spur. The balance between the sources of our income ensures that we are accessible to the people who need advice not entirely connected with prescriptions; an accessibility which is the basis of the publicity campaign about to be instituted by the National Pharmaceutical Association. Community pharmacy is a unique type of operation, which by its very spread of interests is greatly valued by all.

It is not frivolous to suggest that part of the argument for the maintenance of rural pharmacy is based upon the proposition that country people have a right to the broad based service we, and only we can provide. I wouldn't say there is no place for the so-called "professional pharmacy" since a number already exist successfully. But . . . ! Nearly all are sited strategically near large surgeries and appear to provide a dispensing service solely for patients with prescriptions. I may be old fashioned but I like the corner or High Street pharmacy. And I am not alone. Of course ownership should be in the hands of the pharmacists who run them. And if there were two to a shop so much the better. But let's get it straight. So long as any pharmacists have to remain servants all their lives to non-pharmacist entrepreneurial outfits then dreams stay dreams!

Yet having stirred a few conversations with the up and coming new managerial graduates I am filled with hope at their rising resentment of the way we let our profession be manipulated. Never mind ethics or proprieties! If our leaders in the Society were to get up and say they found

it intolerable that unqualified people or faceless companies could gain a contract to dispense prescriptions, I believe they would find gratifying support for a sequitor which stated that, in their view, only pharmacists should be able to hold a contract in any one set of premises. A ballot would be needed which every single member should be required to complete. Company pharmacists would have nothing to lose, while the unfortunate pharmacists working for less attractive employers might find the prospect a veritable lifeline. Control of our profession should be in the hands of its members, even though initially we might only be seen as sub-contractors within any set of premises. For this reason I find myself in support of a group called Pharmacy Advisory Services Ltd, who propose to establish pharmacies within Woolworths, which after satisfactory running for year will be sold to independent pharmacists as franchise operators. It is a step in the right direction so far as I am concerned.

If we are to accept *Pharmaceutical Journal's* leading article last week, the best way to control the pharmaceutical environment should be by persuasion applied to lay or professional owners. It conceded it "might be difficult sometimes to exert that power [What power?] but pharmacists have a moral duty to attempt to do so." Is this not a pious exhortation? Make haste to save us! Its control we want, not a running moral conflict with the likelihood of losing our jobs.

Doctor

Because at the time I had more interesting things to write about I did not involve myself in the discussion over the use of the title "Doctor" by pharmacists qualified to use it. But a letter in the *PJ* from Doctor B.R. Matthews, MPS, raises the subject nicely on the grounds that if confusion arises it is because the public, including other professions, are unused to having the title used in connection with a pharmacist. He suggests that a ban on our use of a title which some members are entitled to use is hardly going to advance a wider understanding of a pharmacist's educational standards. Since our continental colleagues have used the title for years, the ban by the Society can only be seen for what it is . . . absurd unjustifiable, but typical of a leadership which is frozen into doing nothing to upset the status quo.

Transiderm-nitro

Manufacturer Ciba-Geigy Pharmaceuticals Division, Wimbleshurst Road, Horsham, West Sussex RH12 4AB

Description Transdermal drug delivery system, comprising a self-adhesive pink-coloured patch, containing a drug reservoir of glyceryl trinitrate. The average total amount of glyceryl trinitrate per patch in 24 hours is 5mg. Each patch has a contact surface of 10cm² and a glyceryl trinitrate content of 25mg

Indications Prophylactic treatment of attacks of angina pectoris. The delivery system is designed to achieve a prolonged and constant release of drug. Following application of the patch plasma levels of glyceryl trinitrate reach a constant plateau within two hours which is maintained for 24 hours. Plasma levels fall rapidly in the first hour after the removal of the patch

Dosage One patch is to be applied every 24 hours, the recommended position being the lateral chest wall. The patch should be removed after 24 hours and the replacement applied to a new area of skin. Allow several days to elapse before

applying a fresh patch to the same area of skin. If acute attacks of angina occur rapid acting nitrate preparations may be required. Efficacy and tolerability beyond 28 day's therapy have yet to be established

Contraindications Hypersensitivity to nitrates, severe hypotension, marked anaemia and increased intraocular or intracranial pressure

Precautions In recent myocardial infarction or acute heart failure it should only be employed under careful clinical surveillance. Should not be prescribed during pregnancy unless there are compelling reasons. Withdrawal of treatment should be gradual, by replacing with decreasing doses of long acting oral nitrates

Side effects Headache may occur and usually regresses after a few days. Reflex tachycardia can be controlled by concomitant treatment with a β -blocker. Allergic skin reactions, a mild itching or burning sensation may occasionally occur. Upon removal of the patch any reddening will usually disappear in a few hours

Packs Boxes of 30 patches (£19.33 trade)

Supply restrictions Pharmacy only

Issued October 1982

Frusene

Supplier Britania Pharmaceuticals Ltd, 7 High Street, Reigate, Surrey RH2 9RR

Description Pale yellow, scored tablets 9mm in diameter, each containing 40mg frusemide and 50mg triamterene

Indications Potassium preserving diuretic for the control of cardiac or hepatic oedema

Dosage Usual adult dose is one tablet once or twice a day

Contraindications Severe renal or hepatic failure, elevated serum potassium levels. Should be used with caution in the first trimester of pregnancy

Side effects Triamterene: nausea, diarrhoea, fatigue, headache, dry mouth or rash have been reported. Frusemide is generally well tolerated

Packs Bottles of 100 tablets (£6.50 trade)

Supply restrictions Prescription only

Issued October 1982

to 4g or more per day in unusually severe infections

Contraindications, precautions Known sensitivity to erythromycin. Can be used in conjunction with other anti-infectives. Since excretion is principally by the liver, care should be exercised in patients with impaired renal hepatic function. There is no evidence of any untoward effects from treatment during pregnancy. Otherwise as for other erythromycin preparations

Packs Bottles of 100 tablets (250mg £8.60; 500mg £17.00 trade)

Supply restrictions Prescription only

Issued October 1982

Chemotrim — adult and paediatric

Manufacturer R.P. Drugs Ltd, RPD House, Yorkdale Industrial Park, Braithwaite Street, Leeds LS11 9XE

Description Flavoured pale pink suspension. Each 5ml dose of adult suspension contains sulphamethoxazole 400mg, trimethoprim 80mg. The paediatric suspension contains sulphamethoxazole 200mg, trimethoprim 40mg

Indications Antibacterial agent

Dosage, contraindications, precautions

As for other co-trimoxazole preparations
Packs 125ml bottles (adult suspension £3; paediatric £1.90, trade)

Supply restrictions Prescription only

Issued October 1982 ■

Supplier Britannia Pharmaceuticals Ltd, 7 High Street, Reigate, Surrey RH2 9RR
Description White scored uncoated tablets 6mm in diameter each containing 5mg selegiline hydrochloride

Indications Treatment of Parkinson's disease, or symptomatic Parkinsonism, which is being treated with levodopa alone or levodopa and peripheral decarboxylase inhibitor. In conjunction with levodopa treatment it is particularly indicated in patients who, during maximal levodopa treatment, develop on-off symptoms and other dyskinesias. Selegiline is a selective monomamine oxidase inhibitor which also has an inhibiting effect on the re-uptake of dopamine at the pre-synaptic dopamine receptor. These effects potentiate dopaminergic function in the brain. Unlike other MAOIs selegiline does not potentiate the pressor effects of tyramine-like substances and is thus very suitable for administration in combination with levodopa

Dosage Initial dose of Eldepryl is 5mg in the morning when given in conjunction with established levodopa therapy. If symptoms are very severe the dose can be increased to 10mg daily

Contraindications No known contraindications in patients receiving levodopa therapy

Precautions Selegiline potentiates the effects of levodopa and the side effects of the latter may be emphasised

Side effects Hypotension and nausea have been reported as isolated symptoms

Packs 100 tablets, (£30 trade)

Supply restrictions Prescription only

Issued October 1982

Betaloc indications

Astra have received approval to recommend Betaloc (metoprolol tartrate) for patients with myocardial infarction. The data sheet is amended as follows:

Indications Betaloc has been shown to reduce mortality when administered to patients with acute myocardial infarction.

Dosage Therapy should commence four days after myocardial infarction, initially with 200mg given in divided doses. The usual maintenance dose is 200mg daily.

Astra Pharmaceuticals Ltd, King George's Avenue, Watford, Herts WD1 7QR.

Anugesic packs

Anugesic HC suppositories are being supplied in new style packaging. The immediate wrapping of each suppository is made of pre-formed plastic film which replaces the foil wrapping used previously. All other features of the product remain the same. *Warner Lambert (UK) Ltd, Southampton Road, Eastleigh, Hants SO5 5RY.*

Ermysin

Supplier Britannia Pharmaceuticals Ltd, 7 High Street, Reigate, Surrey RH2 9RR

Description White film coated tablets containing either 250mg or 500mg of erythromycin base

Indications Prophylaxis and treatment of infection caused by erythromycin sensitive organisms

Dosage Adults and older children: 250mg every four to six hours. May be increased

Low Sodium diets

A statement to Community Pharmacists from WinPharm

As pharmacists will be aware, there has recently been an upsurge of scientific interest in the benefits of low sodium diets. A further report of the effects of sodium in hypertensive cases was published recently in the *Lancet*¹ and the possible need for additional potassium intake was discussed in the leader column of the *Pharmaceutical Journal*² last July.

WinPharm wish to remind pharmacists of their product SELORA, the sodium-free salt substitute, which is suitable for kitchen and table use, the basic ingredient of which is Potassium Chloride.

Selora is available in two sizes of unit pack, 57g and 227g and your WinPharm representative will be pleased to deal with any enquiries you may have.

Selora
SODIUM FREE*
SALT SUBSTITUTE



Working with pharmacy for a healthier future

1. *Lancet*, 1982, 2, 455-458

2. *Pharmaceutical Journal* 1982, 229, 6187, 95

*Ingredients: Potassium Chloride B.P. 92.06%, Potassium Glutamate 5.79%, Glutamic Acid 1.15%, Calcium Silicate 1.00%.
Selora is a registered trade mark.

WinPharm, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey, KT6 4PH.
Telephone 01-399 5252.

For high quality drugs at low prices, just pick up the phone.

Pick up the phone and call your wholesaler.

That's all it takes to obtain all the drugs you're ever likely to need – from the Evans range.

Evans comprehensive range includes the new Generics, Standard drugs, OTC's, Insulins and Heparins.

They're available in any quantity you want, any time you want them. And at new low prices.

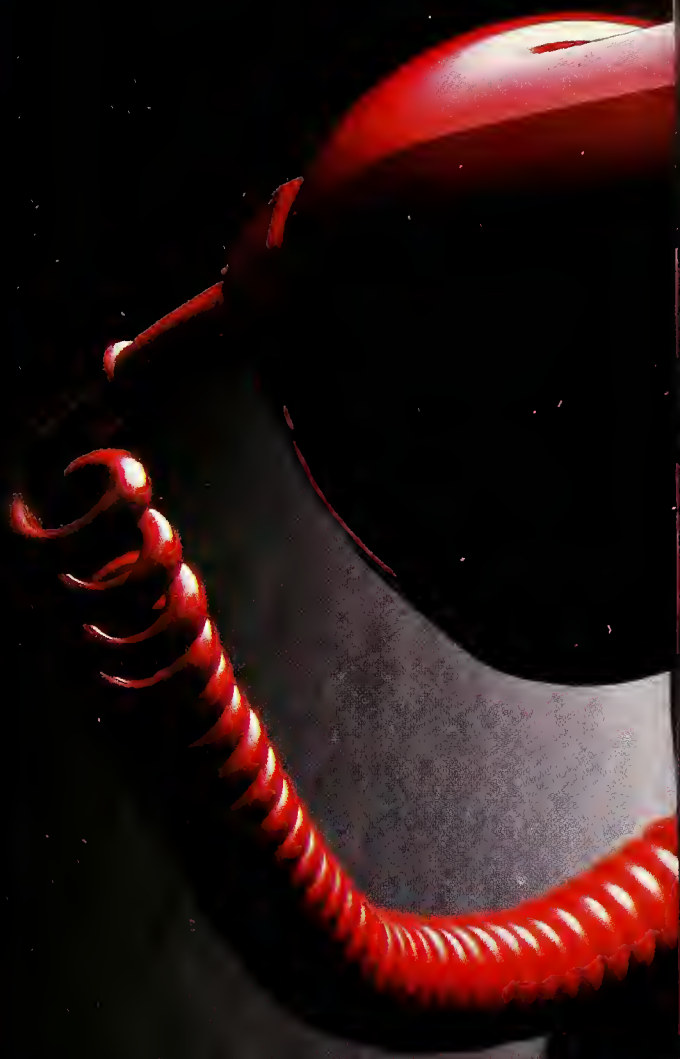
Some prices have been reduced by as much as 70%.

There will also be special offers running on a selection of drugs.

But though our prices have been cut, we still don't cut corners.

So for high quality drugs at low prices, ring your wholesaler, and make yourself happy.

Evans. Relieving pharmacists' headaches.





Evans
MEDICAL LIMITED

Green light for increased sales

New Benylin* Mentholated adds to your profits.

Benylin Mentholated not only relieves coughs but also clears nasal congestion.

Yet another top profit winner for you, combining the benefits of Benylin's renowned efficacy with a proven decongestant plus the penetrating power of menthol.

It means that, more than ever, there's a trusty Benylin for you to recommend for most types of cough. And for every customer.



Further information and data sheets are available on request.

PARKE-DAVIS

part of the Warner-Lambert Group

Usk Road, Pontypool, Gwent NP4 0YH.

**WARNER
LAMBERT** Trade mark R62249

Benylin

YOUR TOP PROFIT WINNER

Fems: K-C enter digital tampon market with stress on packaging

Some four months after *C&D* first ran the story, Kimberly-Clark have now announced the launch of their digital tampon. Fems is the result of three years research and development by the company, taking them into a sector of the tampon market which they believe has been growing on average by 2 per cent for the past three years.

Available in regular, super and super plus absorbancies in 10s and 20s and in cases of 24, Fems will be supported by on-pack coupons offering £0.20 off the next purchase of a box of 20s and £0.10 off a box of 10s.

The product, they say, has no synthetic chemical additives, dyes or deodorants and comes in a flip-top, re-closeable pack. Packaging is in pastel shades of peach for the regular size, rose-pink for super and leaf-green for super plus. Kimberly-Clark see the addition of a tampon as a logical extension to their range giving them a foothold in all sectors of the sanpro market. Says Mike Barrett, national account sales manager: "Users of digital tampons are younger, more self-



assured and more fashion conscious than the users of towel products, or even applicator inserted tampons, and our unique approach to packaging reflects this attitude.

"We felt that the existing packaging for tampons still retained an outdated, clinical image, which was no longer in line with the way in which consumers viewed the product, and we have consciously tried, therefore, to present Kotex Fems as a product which accurately reflects the lifestyle of its users."

A "major" consumer Press advertising campaign is planned by the company. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

Classical 'look'

Included in le visage classique, the Winter "look" from Roc are a number of new products, including concealer cream (£4.50), a smooth emulsion complete with foam applicator and available in one natural skin tone. Four new shades of powder eyeshadow (£4.35) are available — perle, rose, argent and orage — and there is a new grey eye pencil (£3.25). *Laboratories Roc (UK) Ltd, 13 Grosvenor Crescent, London SW1X 7EE.*

Distributor required for depilatory gel

An Australian manufacturer is seeking agents to distribute a water soluble depilatory gel.

Marketed under the brand name Jozelle, the gel is both hypo-allergenic and fragrance-free.

For application, the gel container is heated to body temperature in a hot water bath and spread evenly over the area to be treated with a spatula. A depilatory cloth is applied, smoothed down in the direction of the hair growth and then peeled back sharply, taking with it the unwanted hair.

The standard kit contains 6 3oz jars of gel, 6 packs of 12 large depilatory cloths, 6

packs of 12 small depilatory cloths, two application spatulas, one bottle each of astringent and soothing lotion. Each of these products can be purchased separately. Further information can be obtained from *Mr Peter Mott, Senior Marketing Officer, Australian Trade Commission, Australia House, Strand, London WC2R.*

USA baby foods now regionally available

Beech-nut baby foods, claimed to be the second best selling baby food in the USA, are now available to the chemist trade in Greater London and the Southern regions.

The range in jars includes 30 varieties of vegetables, fruits and puddings in two sizes, strained 4½oz and junior 7½oz (£0.32 and £0.41), there is also a fruit supreme range, dry cereals in 8oz packs (£0.50) and 11 ready to drink fruit juices in 4.2oz and 8oz jars (£0.36 and £0.56).

Beech-nut is said to be salt and sugar free with no artificial colouring or flavouring. Packs have a safety button on the top of the cap enabling consumers to check the vacuum seal has not been broken. Distributors are *Salesextra, OTC Sales, 30 Hammersmith Broadway, London W6.*

The Complete story

An advertising campaign for Complete Care will run from October until Christmas in *Cosmopolitan*, *She*, *Woman's Own*, *Woman's Weekly* and *Woman & Home*. Each advert will carry a 20p off coupon. Crookes say that independent research credits Complete Care with fourth position in the hand and nail cream market behind Nulon, Atrixo and Vaseline Intensive Care. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*

Competition linked to Paris convention

A competition organised jointly by Vestric and Kimberly-Clark is expected to increase interest in the Vantage convention in Paris next year.

Kimberly-Clark are offering a free weekend for two in Paris to attend the convention (March 24-27) as first prize in a competition which involves identifying Parisian landmarks on the entry form and completing a sentence on the benefits of the Vantage scheme.

Open to Vantage retailers ordering a minimum of six dozen Kotex Fems tampons, the closing date for the competition is November 26. There are two consolation prizes each of £100 worth of Marks & Spencers vouchers. *Vestric Ltd, West Lane, Runcorn, Cheshire.*

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Addis Just Natural:	All areas
Anadin:	All areas
Disprin:	All areas
Dixcel toilet tissues:	All except Y, Sc, U, B, G, E
Ever Ready batteries:	All areas
Fairy toilet soap:	A, U, G
Head and Shoulders:	Ln, Y, NE, A, U, B, CI
Mucron:	All except M, Y, We, B, E, CI
Paddi Cosifits:	All areas
Pampers disposable nappies:	All areas
Radox:	All areas
Ralgex:	Ln, M, Lc, Sc, B, G
Rennie indigestion tablets:	All except U
Robinson's baby foods:	All areas
Sanatogen multivitamins:	All areas
Sunsilk shampoo:	All areas
Wisdom mouthwash:	All areas
Yardley Pure Silk:	All areas
Yardley Second Nature skin care range:	All areas

Kodak presents



Here he is... our most unusual presenter so far. He'll be starring in our 30-second TV commercial for the new 'Kodamatic' instant cameras, starting in November.

And like the pictures from the new 'Kodamatic' instant cameras, he's colourful, memorable and lots of fun.

He'll be telling the whole country everything they need to know about these amazing new cameras in plenty of time for Christmas. In national press and point-of-sale, too.

We've even persuaded him to talk about the new film we've developed specially for use in the new models. It's the best film Kodak has ever made for an instant camera.

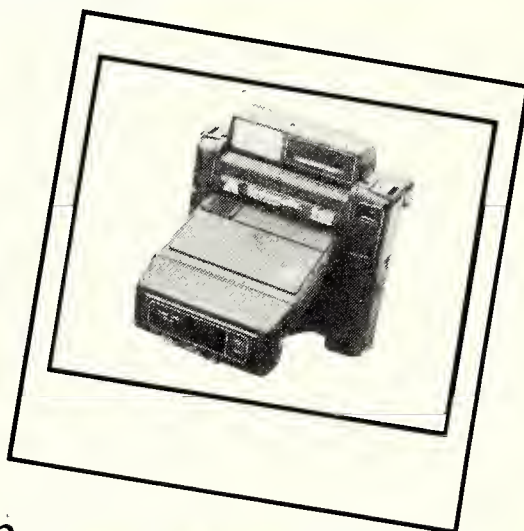
So this autumn, be sure to watch out for the birdie.

ts latest presenter

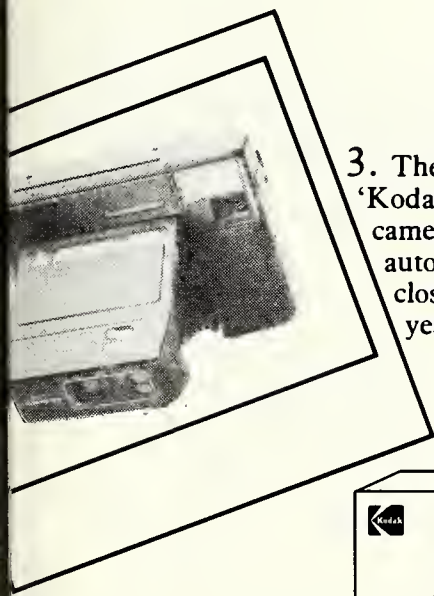
All the models in the range have an electronic shutter and automatic exposure and they fold flat for easy carrying. Three models have fixed focus.



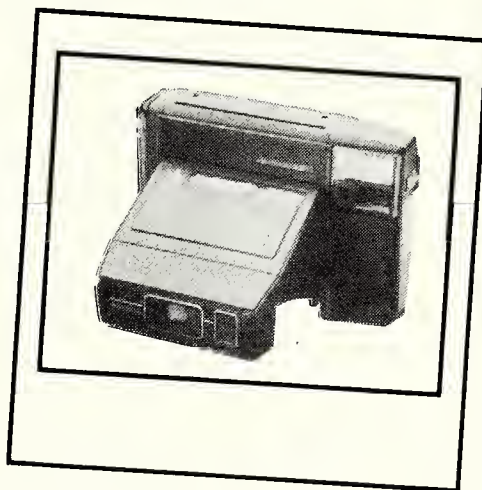
1. The new 'Kodamatic' 930 instant camera, the lowest cost model in the range. Three-year warranty.



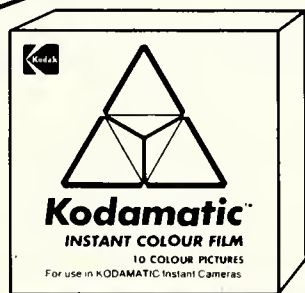
2. The new 'Kodamatic' 950 instant camera. Features built-in automatic flash which fires every time you take a picture. Three-year warranty.



3. The new 'Kodamatic' 970L instant camera has built-in automatic flash and a close-up lens. Five-year warranty.



4. The new 'Kodamatic' 980L instant camera. Features infra-red automatic focusing from 3 feet (0.9 m). Five-year warranty.



Specially designed for the new 'Kodamatic' instant cameras, the best instant colour film Kodak has ever made. Sure to be a best-seller.



KODAMATIC
instant cameras and film
100 years of technology in an instant

Kodamatic is a trade mark

Cosmetics range for dark skins

Fashion Fair, American cosmetics for dark skinned women, are being introduced into this country. Created in 1973, the company has notched up over \$25m in sales in the USA and is claimed to be among the top ten cosmetic companies in most department store outlets.

The company argues that black women's skin has more pore openings and a tendency to be oily, with shade variations in different areas of the face and lips. The Fashion Fair collection comprises 189 products including skin treatment, make-up, nail polish, bath and hair products and fragrances. Fifty per cent of the formulae and shades can be worn by white skinned women and the other half are expressly intended for dark skinned women.

Gift with purchase

To launch the range onto the UK market the company is using an introductory gift-with-purchase. The Swiss Chocolates collection of colours is free with any two purchases from the range. It includes matching lipstick and nail polish, a pressed powder eyeshadow, a vial of Fashion Fair No 1 cologne and a sample from the skin treatment collection.

Prices range from £1.95-£6 in the make-up collection, £2.50-£10.95 in the treatment collection and £2.95-£5.95 for the haircare products.

Ebone, Fashion Fair No 1 and Mr J



This gift will be given away with every two purchases made from the range

are the three fragrances being introduced. Ebone is described as a subtle floral fragrance with woody undertones and is available in perfume, cologne, powder, milkbath and perfumed soap (£4.50-£17.95) and Fashion Fair No 1, a light green floral bouquet available in perfume, cologne, powder and milk bath (£5.50-£17.95). Finally Mr J, described as slightly earthy, is available in cologne, cologne atomiser and aftershave (£5.95-£7).

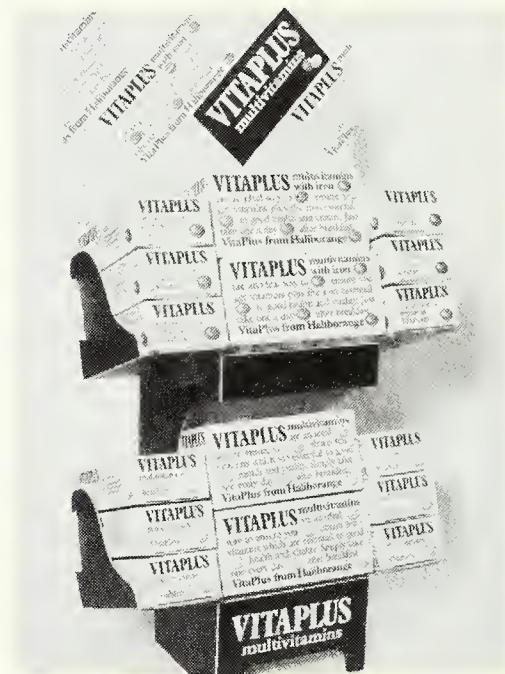
Advertising plans are not yet finalised but they will include radio, national Press advertising and local listings of stockists in the area. Advertisements will also be placed in, among others, *Roots* and *Black Beauty*. Fashion Fair Cosmetics, 1 Marlborough Studios, 12a Finchley Road, St John's Wood, London NW8.

National launch for Vitaplus

Vitaplus multivitamin tablets from Haliborange are now going national after test marketing (C&D, August 16, 1980, p228) supported by a £200,000 national Press advertising campaign.

Featuring black and white advertisements, the campaign will run in national dailies and leading women's magazines from this month through to March. Counter display units, showcards and window stickers are among the new POS items available.

"We have test marketed Vitaplus for two years and in more than fifty per cent of the country and now feel we have the



product and package right in terms of advertising and distribution to move into the rest of the country," says Ian Jenkins, Health Care group product manager.

Vitaplus, which contains ten vitamins — A, B1, B2, B6, B12, folic acid, nicotinamide, C, D and E — is available both with and without iron in blister packs of 30 (£1.18) and 60 (£2.12).

To encourage recommendation Farley's are launching a mystery shopper competition in the London, Southern and Scottish regions. Chemist assistants who recommend Vitaplus to a mystery woman shopper asking for multivitamin tablets stand to win a pocket transistor radio. Anyone who wins a radio or who prominently displays the Vitaplus POS dispenser or can name at least three of the five key product benefits will also enter a free draw for one of two luxury weekends either in Paris or at Champneys health farm. If all three conditions are met, £40 of extras will be added to the weekend for the winners. Farley Health Products Ltd, Torr Lane, Plymouth, Devon PL3 5UA.

Lilia savings

Following a special price pack on stick-on Lilia earlier in the year, Lilia-White are repeating this promotion until November 26 with regular price marked at £0.34 and super £0.38.

Price marked packs of Panty Pads with Tendasoft will be available until the end of November. Regular 10s will be marked at £0.43, super 10s at £0.48 and super plus 10s at £0.49.

Packs of 20s will be available from the end of November to the end of the year, with regular 20s at £0.79 and super 20s at £0.87. Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.

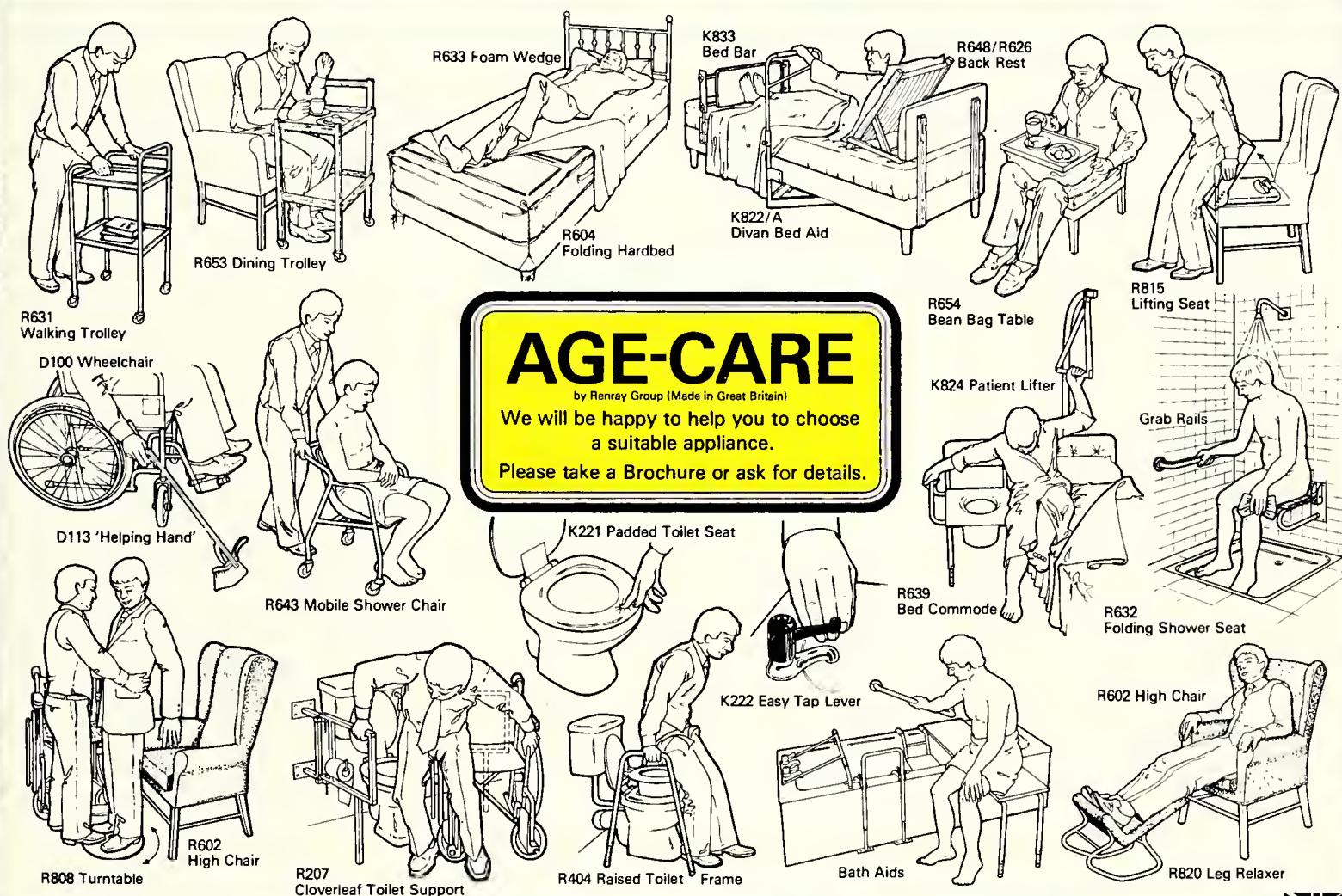
Nixoderm supplies

Following several recent enquiries from pharmacists, Cooper Health Products have announced that Nixoderm ointment is still available in the UK. Cooper Health Products Ltd, Gatehouse Road, Aylesbury, Bucks HP19 3ED.

With the introduction of Redoxon chewable orange flavoured vitamin C tablets in two strengths, 250ml x 100 tablets and 0.5g x 50 tablets (both are £1.47), Roche have made available new POS units for these and natural lime flavoured one gramme Redoxon effervescent vitamin C tablets (£0.78). Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts



We take **care** ✓ of your Customers
 We take **care** ✓ of your Stock
 We take **care** ✓ of your Delivery
 We take **care** ✓ of your Advertising



AGE-CARE LIMITED A subsidiary of the Renray Group, King Street, Middlewich, Cheshire, CW10 9LG Telephone: Middlewich (060 684) 3717 (Made in Great Britain)



You take Care of the Profit

The continuing population explosion amongst the elderly has led to a demand for very specialised products, not always available from the N.H.S. AGE-CARE LTD. produce over 240 aids for the elderly or disabled and by working with chemists can offer a vital service to these sectors of the community.

THE AGE-CARE SYSTEM Customers select products from a wall chart (as above) and a comprehensive booklet. The chemist simply completes the order form provided and charges the customer trade price plus whatever profit margin is required. AGE-CARE then delivers to the customer at no extra charge.

A simple system that provides maximum benefit with the minimum inconvenience to you — the chemist.

AGE-CARE LIMITED, KING STREET, MIDDLEWICH, CHESHIRE, CW10 9LG
 TELEPHONE: MIDDLEWICH (060 684) 3717

To discover more about
 the **AGE-CARE SYSTEM**,
 just cut out this tick and
 send it with your
 letterhead.

Jojoba haircare by Alberto Culver

Alberto Culver are launching a range of hair care products based on jojoba extract. The Alberto Jojoba collection has shampoos and conditioners for dry, normal and greasy hair and also includes a special treatment wax.

Skin and hair care products using jojoba have been available in the specialist sector of the market for a number of years but the company believes that while consumer interest is growing, penetration is still low due to product confusion and limited distribution. With Alberto Culver entering the market, backed by wide distribution, heavy promotional and advertising support and market expertise, the opportunity for success is guaranteed they say.

Alberto Jojoba has been positioned in the premium price sector of the market, an area, which the company believes has seen the greatest growth and which enables the retailer to steer away from the aggressive price cutting associated with lower price brands.

The launch will be supported by national television advertising breaking during the second half of October on both ITV and the new Channel 4 giving a high coverage level of A, B and C1 women. An introductory price-marked 150ml pack of both the shampoo and the conditioner for



£0.85 will be available at launch and Alberto say they have a heavy promotional campaign planned for 1983.

The Alberto Jojoba range comprises for normal hair, Alberto Jojoba balanced cleansing shampoo (150ml, £0.99; 325ml, £1.59) with Alberto Jojoba moisturising conditioner (150ml, £1.15; 325ml, £1.79); Alberto Jojoba deep cleansing shampoo with Alberto Jojoba light moisturising conditioner for greasy hair, and for dry hair, Alberto Jojoba gentle cleansing shampoo with Alberto Jojoba rich moisturising conditioner. The Alberto Jojoba treatment wax has been formulated to treat hair that is damaged, permed or coloured (200g, £1.59). *Alberto Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants.*

Body massagers from Carmen

Carmen are entering the sport and health products market with the launch of two body massagers. The first, Workout has a two speed 240v motor and slim styling for easy handling (£19.99) and Workout Twin has two heads, again with a 240v two speed setting (£29.99). *House of Carmen Ltd, Carmen House, Deer Park Road, London SW19 3UX.*

Easy-to-read reagent strips

A visually-read blood glucose monitoring strip has been introduced by the Ames Division of Miles Laboratories.

Visidex reagent strips are the only visually-read blood glucose strips produced in the UK says the company, and allow visual estimation of blood glucose in 60-90 seconds, over a wide range of concentrations. The strips (bottles of 50, £7) incorporate two reagent

areas. One turns green over 60 seconds at low glucose concentrations (0-10mmol/l) and one turns orange over 90 seconds in response to higher concentrations (11-44mmol/l). Visidex is not available on prescription. *Ames Company Division of Miles Laboratories Ltd, PO Box 37, Stoke Court, Stoke Poges, Slough SL2 4LY.*

Snor-ring

Mr R. Breeze of Maidenhead is looking for someone to market a device he has invented to help prevent snoring.

The device consists of coiled spring rings which make breathing through the nose easier. It recently received coverage on the "That's Life" programme, and has been reported in *Pulse*. The springs are made in Maidenhead by Doig Springs and patents for the device are well in hand, says Mr Breeze.

He is looking for an interested organisation who could market this project to chemists. This would involve packaging and distribution. Interested parties can contact Mr Breeze at *5 River Court, River Road, Taplow, Maidenhead SL6 0AU.*

Durex advertising — aimed at women

Durex are launching an advertising campaign in the women's Press aimed at those women who wish to stop using oral contraception and are considering sterilisation because they cannot think of an alternative. The advertisements suggest that the sheath can be an alternative either on a short or long term basis.

Single and double pages will run between October and March in a cross-section of women's weekly and monthly magazines. This is the first time the company has chosen women's Press alone to promote Durex Nu-form extra safe.

"We are advertising directly to the woman because it is usually she who makes the final decision as to which contraceptive she and her partner use," comments Mike Broadbridge, LRC Products' marketing manager.

LRC recently produced a leaflet entitled 'A Woman's Guide to Barrier Methods' which is being distributed through family planning clinics and pharmacies. It is intended that some of the advertisements will contain details of the leaflet's availability. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

Seasonal promotion from Potter's

Potter's (Herbal Supplies) are running a seasonal promotion on a selection of cough and cold herbal remedies. Orders of 12 outers of products named on the order form will be supplied with 1 x 10 vegetable cough remover and 2 x 36 winter candy, completely free. The retail value of this offer, which closes January 31, is £22.88. *Potter's (Herbal Supplies) Ltd, Leyland Mill Lane, Wigan, Lancs.*

SHAPE UP TO BODY & BATH

Introducing Goya's complete bath care range, Body and Bath.

With three original fragrances and three different pourways, co-ordinated to modern bathrooms.

This Christmas we've added moisturising Creme Bath to the range.

And they come in special gift packs too.

Goya's Body & Bath will be advertised in full colour in women's magazines from July to December.

All this, plus two million 10p off coupons between July and September.

So shape up to Body & Bath, a beautiful feeling.

Goya
**BODY &
BATH**

AFTER BATH LOTION · LUXURY FOAM BATH · FRAGRANT TALC · FRAGRANT BODY SPRAY · MOISTURISING CREME BATH · DUSTING POWDER
GIFT SETS · LUXURY FOAM BATH WITH TALC, AFTER BATH LOTION OR BODY SPRAY

Goya International, Badminton Court, Amersham, Bucks.

J&J launch deodorant Vespré with £450,000 advertising support

Johnson & Johnson are launching a deodorant Vespré, as a follow-up to the deodorant Carefree launched last year (C&D March 28, p579).

Deodorant Carefree, they say, increased sales through existing stockists by 44 per cent in the 12 months following its introduction and in Germany, where consumer demand is greater for deodorant full period protection than secondary protection, deodorant Vespré took 33 per cent of total Vespré sales and deodorant Carefree 21 per cent of total Carefree sales in the first 12 months of introduction.

Deodorant Vespré will retail at the same price as the existing lines and will be available in packs of 20s and 10s. A £450,000 advertising budget has been allocated for the women's Press. The campaign will commence in December running through into 1983.

To promote the launch Johnson & Johnson have included on the 20s pack a 25p voucher (15p on the 10s), which is instantly redeemable against the pack carrying it. The company believes this is

the first instant promotion of its kind available on any product.

Original Vespré, they say, has more than trebled its unit share of the press-on towel market since its launch. Figures issued by the company to August, credit the brand with a 16 per cent share of the market and they say Vespré has a 51 per cent conversion rate to regular use following consumer trial. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*

Autumn colours from Max Factor

Autumn with Swedish Formula means two colour combinations, both palettes containing six powder eye shadows and a double ended sponge tip applicator (£4.55), available from November. The first collection includes natural pink, coral sand, mink frost, daring damson, blue oyster and mad mint and in the second there is golden beige, soft grey, smokey

bronze, pure mauve, midnight and deep sea green.

Stepping' Out is the Maxi Autumn activity which they describe as "sleek and subtle silvers . . . rich and sumptuous golds . . . dazzling party shades for eyes, face and lips to team with the season's hottest tuxedos and sensational flowing gowns".

String of pearls and pearl drops are the Maxi trio powder eyeshadows (£1.55), Maxi-fresh make-up comes in silver pearl (£1.50); mother-of-pearl is the translucent face powder colour (£1.55) and brush-on blush (£1.70) comes in pink pearls as does the Maxi-moist lipstick (£1.45).

In the gold collection there is water pearls and precious pearls Maxi trio powder eyeshadows, gold pearl Maxi-fresh make-up, mother-of-pearl Maxi translucent face powder, burgundy pearls brush-on blush and Maxi-moist lipstick. Prices are as for the silver shades.

Four shades have been added to the Colorfast lipstick range (£2.70). Red hot, pink sizzle, purple blaze and fiery red are part of the Ice Breakers collection. For the nails purple blaze is replaced by white heat (£2.55). A national television campaign will continue to support the range for which Max Factor have allocated a £1.2m television and Press budget in its second year. The range, they say, now has an 8.6 per cent market share. *Max Factor Ltd, 75 Davies Street, London W1Y 1FA.*

Kodak window display promotion

Kodak are giving away 25 Winter weekends for two in Switzerland as star prizes in a window display competition. Qualifying prizes of premium bonds go to the winners who can then enter a further competition for the Swiss holiday, to be taken in February 1983.

Mystery shoppers will be touring the country, visiting numerous locations each month, looking for displays of Kodak disc cameras and a demonstration of the cameras. The contest centres around disc cameras in October, but the new Kodamatic instant cameras will also take part in November and December.

A display of six Kodak disc cameras will win £10 in premium bonds — a demonstration of a disc camera to a mystery shopper will win a further £20 of premium bonds.

Details of the continuing contest in November and December will be announced shortly. *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts.*



FOR ROMANTICS

FINE FLORAL FRAGRANCES

Goya
English Classics
FINE FLORAL FRAGRANCES
English Toilet Water Talcum Powder & Fine Soaps

Goya present their new range of fine, quality fragrances. English Classics. Three traditional floral fragrances from the romantic era, Black Rose, Gardenia and Blue Moss. They've all been given delicate, feminine packaging, which captures today's romantic mood, and makes an ideal gift. And with classic fragrances that you would expect from a truly English fragrance house. Each fragrance comes in a range of three products: English Toilet Water, Fine English Soaps and Scented Talcum Powder. And more. There's a delightful merchandise which takes the complete range. Goya English Classics put romance into fragrances.

Goya
English Classics

Goya International, Badminton Court, Amersham, Bucks.

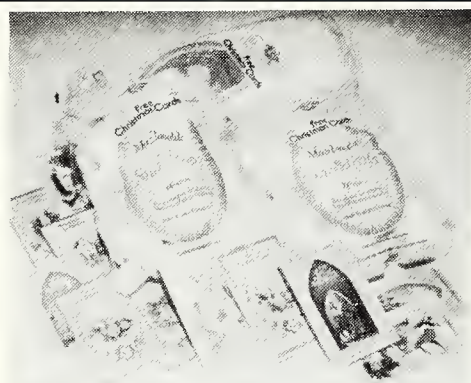
Optrex add orange juice to Virol range

Optrex are launching Virol orange juice for babies. Packaging comprises "dumpy" bottles with labels in beige, blue and orange and graphics in line with those of the recently introduced packs of Virol malt and malt rusks.

The orange juice will contain not less than 400mg of vitamin C per 100ml, say Optrex, and will benefit from the promotional and advertising support planned for Autumn and Winter in the mother and baby and health advisory Press, together with professional exhibitions and a continuous public relations programme.

Virol orange juice (173ml £0.59) comes shrink wrapped in trays of 12 with a minimum of 20 per cent profit on return promised.

Pat Wiles, brand manager, says: "The new packaging on existing Virol lines is already contributing very noticeably to increased sales, and we believe the introduction of a Virol baby orange juice will take advantage of the heightened awareness of this long established, respected brand name". *Optrex Ltd, Optrex House, Jays Close, Basingstoke, Hants RG22 4LT.*



Packs of Christmas cards are currently included in specially marked packs of Macdonald's cotton wool and will be available while stocks last. This offer is featured on the 100 Snodrop packs (both white and coloured) and on the super economy and economy pleats. The Wellcome Foundation Ltd, Lion Mill, Fitton Street, Royton, Oldham, Lancs.

Bayer discontinue Dentesive

Due to difficulties in obtaining the raw materials necessary to produce Dentesive, Bayer have now discontinued the product and no further supplies are available. *Bayer UK, Consumer Products Division, Bayer House, Newbury, Berks RG13 1JA.*

Health books series launched by Vestric

A series of health books have been launched by Vestric for sale through pharmacies. The *Positive Health Guides* are written by medical consultants and illustrated with colour and black and white photographs. All covers incorporate a full colour picture.

Topics covered by the books are



arthritis, stress and relaxation, relief from back pain, the importance of fibre in the diet, psoriasis, asthma and hay fever, diabetes, high blood pressure and heart disease.

Published by Martin Dunitz, *Positive Health Guides* (£2.50) are zero rated for VAT. Vestric are giving a free display box with each order for 18 books. *Vestric Ltd, West Lane, Runcorn, Cheshire.*

Holiday promotion

British Tissues are running a special offer on Glen 2-roll toilet tissue through wholesale and cash and carry outlets.

The Glen holiday club promotion on 12 x 2 polysacks enables customers to save up to £70 on Thomas Cook holidays.

Each Glen polysack carries an application form for a Thomas Cook holiday brochure and a £2.50 holiday voucher. By saving the vouchers, retailers can redeem up to £30 on the final payment of a two week Thomas Cook holiday for two or three passengers or up to £70 for a family of four or more (minimum of two farepaying adults).

The Glen holiday club offer is now available while stocks last.

The company will also be advertising Dixcel toilet tissue on television with a four week campaign commencing October 18. This is the third burst of television advertising for Dixcel this year and features Little and Large. The advertisements will be seen in the following regions: London, Central, Granada, Tyne Tees, Harlech, TVS, Anglia, TSW and Channel.

British Tissues are currently running a Dixcel on-pack consumer promotion of free Marigold housegloves. The offer runs until March 31. *British Tissues Ltd, 101 Whitby Road, Slough, Berks SL1 3DT.*





What's Christmas without the tree?

This year the Cedar Wood tree comes in even more exciting Christmas packs.

And there are two fresh additions to the range—Deodorant Body Spray and Body Shampoo. Backed by a great national press advertising campaign, they'll sell fast not only at Christmas but throughout the year.

So get your Cedar Wood stocks in now!

AFTER SHAVE · PRE ELECTRIC SHAVE · COLOGNE · SOAP ON A ROPE · TALC FOR MEN
BODY SPLASH · ANTI-PERSPIRANT SPRAY · ANTI-PERSPIRANT STICK
DEODORANT BODY SPRAY · BODY SHAMPOO · GIFT PACKS · AFTER SHAVE AND
TALC OR BODY SPLASH AND TALC.

Goya International, Badminton Court, Amersham, Bucks.

CEDAR WOOD

Contributed by Pierre Perrot of the House of Worth

Parallel imports — a threat to perfume agencies

In the years immediately preceding and following the last war, French perfumes were considered an expensive luxury. Their relatively high price restricted their use to the naturally rich society ladies or apparently high earning elite, particularly those in the acting profession. The use of French perfume was not so much a question of fashion but rather more an assertion of one's place in society.

Many of today's well known French perfume houses established their roots during those early years, yet the pace was slow, trading very gentlemanly, and nobody had yet coined the phrase "marketing" let alone put it into practice.

This in turn was reflected in the extremely restricted distribution of French perfumes in Britain. London would be covered mainly by a few top store accounts in Knightsbridge, Oxford Street and Regent Street, and a selected handful of other carefully chosen outlets, while the provinces had to be content with usually one or two stores in the main cities and a smattering of even rarer other stockists. If you lived in the country it really meant either a special trip into the nearest large town to buy your French perfume, or indeed even having to wait for the next "shopping spree" in London.

Regular calls

However, from the distributor's point of view this did mean he could call on all his officially appointed stockists at regular and appropriately frequent intervals in relation to their potential turnover. Again the outlets were very adequately supported by sufficient display material — dummies, showcards, etc and a generous supply of testers and samples to aid sales. The distributor would always agree to replace without question any items rendered unsaleable or considered in any way defective or "not up to standard". Sometimes he would even go so far as sending a customer a completely different perfume just because the lady, having worn her original purchase a few times, then decided she no longer liked it — all this to maintain the reputation of the French perfume house!

Advertising usually took the form of a few tasteful pre-Christmas insertions in such top fashion magazines as *Vogue*, *Queen*, *Harper's Bazaar* or *Vanity Fair* (the latter long since disappeared). Profit margins were good both for the distributor and for the officially-appointed stockists whose assured

margins and lack of competition within their local sphere of trading, meant they in return gave their full support and confidence to the French perfume houses. Indeed, the mere thought of price-cutting never occurred.

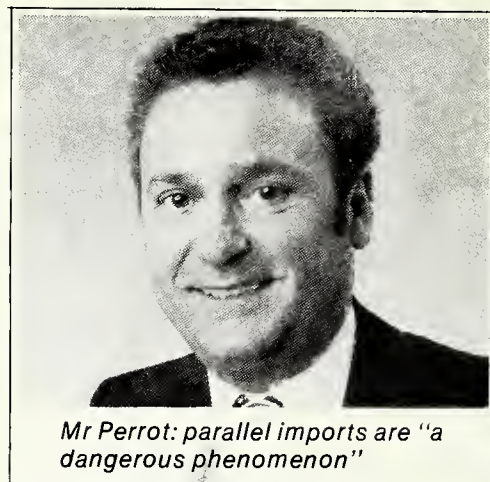
The present position

Undoubtedly French perfumes are now within reach of almost everybody and consequently the great majority of women wear and enjoy them on a regular basis. New names have appeared — many from fashion houses that did not exist pre-war — and obviously this has meant a very conscious fashion angle as well. Excluding the older generation, practically every woman past her teens has by now been abroad. Travel has made purchasing French perfumes almost as automatic as other "duty free" items.

In turn this increased awareness and demand has resulted in much wider distribution and general availability throughout the country, yet the distributor, as always, will have endeavoured to carefully select only the best possible outlets, to maintain a regular call-rate, while generally supporting all his officially appointed stockists through the usual free supply of point-of-sale items, promotional activities and regular advertising. Marketing has undoubtedly now become far more aggressive and, as the various French perfume houses vie for their share of the market, so have the promotional costs and spend on advertising soared accordingly.

However, what was true during the early period of selling French perfumes had remained so until recently; in spite of the increased number of outlets, each officially-appointed stockist had the full backing of the distributor. His market share and profitability was assured and in turn his loyalty could be counted on. Price-cutting would seldom, if ever, arise and if it did would be dealt with immediately by simply closing the account unless things were put right immediately. The competition was keen, but to an outsider things seemed healthy enough.

It seems we are now all threatened by a most insidious and dangerous phenomenon — parallel imports. This simply means branded goods — in this case French perfumes — imported by opportunists, either directly from France, or through other Common Market countries, or even from such countries as the USA, without the knowledge or



Mr Perrot: parallel imports are "a dangerous phenomenon"

consent of either the French perfume houses in Paris nor that of the UK distributor. They are then offered either as a "deal", "parcel", "batch", or such like, not only to any interested retailer but also to cash-and-carry outlets, canteen shops, social clubs or large industrial or business concerns, or even to branches of the Civil and Health Services — at prices usually substantially lower than retail.

The distributor, it seems, has little recourse particularly since the UK's membership of the Common Market has effectively cast away most of our old trade protection. Even that once afforded by the Trade Marks Acts is costly and difficult to enforce, and the law will only act on concrete evidence of either theft or fraud — while the recent Monopolies and Restrictive Practices Acts have more or less put paid to any "gentleman's agreement" between distributor and officially-appointed stockist in the eyes of the law.

Free for all

In an apparently legal but increasing free for all, because he is more and more unable to control his distribution, the distributor can consequently no longer protect his officially appointed stockists against unfair competition through price-cutting and selling through non-recognised outlets. Even if many of these are quite legitimate businesses or services (such as staff shops) they are detrimental to the officially-appointed stockists, since they are certainly missing out on sales.

The drop in potential turnover means that the distributor will make a considerably reduced profit, and consequently will not be able to maintain the same effort he has over the year ploughed back in the form of advertising, point-of-sale and promotional activities. The "cheap bargain" will undoubtedly rebound on the public who will, at the end of the day, be the real losers, since they cannot expect "officially-unrecognised" sources to deal with any eventual queries or complaints.

This is borne out by the typical recent case of Mrs M. Johnson of St Annes-on-Sea, Lancs, who wrote: "I purchased a bottle of your (Je Reviens) parfum de toilette spray, code No 91591 N5 at a local chemist. It is marked on the outside of the carton 'refillable'. However when I enquired at the same chemist for a refill I was informed none was available. I am

most annoyed about this and would ask for an explanation."

In fact this was a spray specially made for the USA and sold to her by a non-appointed outlet. Quite apart from the lady's understandable annoyance, what can the UK distributor usefully do to protect his appointed stockists, and how can he properly maintain the high quality image and esteem in which a French perfume is held — in the case of Parfums Worth, a company which has been in the forefront of French perfumes in Britain for over 50 continuous years?

Complaints from all parts of the country are being received by most leading French perfume houses, and many stores, while still stocking them, are — quite understandably — reluctant to promote any brands which are being offered elsewhere without apparent control and at cut prices, even to the extent of reducing their counter space by half as a direct consequence of these parallel imports affecting their trade.

In a letter to Worth, Mary Brogan, perfumery and cosmetics buyer of Selfridges, Oxford Street, put current feelings in the trade thus: "We have been concerned for some time at the amount of irregular merchandise of Je Reviens available on the UK market and as our own reputation for fair value is at risk — I feel sure that you will understand that our confidence to support Worth is being eroded".

And Miss B. J. Hughes, buyer of

cosmetics and perfumery, Beales of Bournemouth, in a letter sent to eleven leading French perfume houses, complained about the sale of their companies' fragrance "by an unscheduled outlet" and added — "J. E. Beales policy states 'we must meet competition when we are being undersold on any merchandise stocked by us'. This is of course against your agency requirements. How do you intend to limit supply of your company's merchandise to unauthorised outlets?"

Goods of doubtful origin and items which are found to be forgeries demonstrate another area where there are loopholes to the restrictions in this country. Whereas forgeries are illegal and the law will endorse this the products that are seen as being "similar to" are difficult to have removed from the market place.

The real source of anxiety is the case where goods bound for an overseas market are found much later in other foreign countries. As far as we are concerned this is particularly worrying when such goods reappear in this country when we can easily recognise (from the identifying code numbers) that they were initially not intended for UK importation.

The question is — where do we go from here in relation to French perfume agencies? In a time of recession when apparently the public is looking more and more for quality, it is on the one hand nice to know that French perfumes are very much sought after. On the other hand it is sad that we are faced with this serious

problem which is slowly but surely eroding the appointed stockists' and public's confidence in the high quality and exclusive image which we as a company have built up over half a century of careful and traditional trading methods. It seems that little or no support is given to such bodies as the CTPA or NPA despite their many attempts to publicise the problem.

Of course one can distribute plaques bodily announcing "officially appointed stockist", but what value are such mutual agreements if one cannot uphold them in the eyes of the law, nor adequately protect one's rights as sole users of official trade marks?

Is it not time for the bona fide UK distributors or agents of French perfume houses, and their officially-appointed stockists, to stand up and be counted and for these "swag-men" to be made to toe the line? And is it not time that the parent French perfume houses got together in Paris, through their own Syndicat de la Parfumerie to raise the whole issue in the new corridors of power in Brussels?

As an importer and distributor of high-class French perfumes over many years I would welcome your comments, your thoughts, opinions and your reactions and hopefully this will ultimately result in concrete suggestions which will enable us all to overcome the problem of these parallel imports.

Jerome Russell Cosmetics Ltd

INTRODUCING

The new colour craze for hair

FLUORESCENT

- *ULTRA HAIR GLO IN AN AEROSOL SPRAY. Washes out completely.
- *Ultra Hair Glo is available in six vivid fluorescent colours, red, blue, green, white, yellow and cerise.
- *Ultra Hair Glo will even cover black hair without the need for bleaching.
- *Available in a three dozen mixed colour point of sale display unit.
- *Wholesale enquiries welcome.

If you have difficulty in obtaining this most wonderful Hair Spray, contact Mr David Jerome.

MAIL ORDER FORM

Please send No. Packs of 3 doz mixed Ultra Hair Glo sprays (as seen in advert) at £55.06 (inc. V.A.T., Postage and Packing)

ADDRESS _____

SIGNATURE _____

Please send cheque with order to:
Jerome Russell Cosmetics Ltd,
Tanners Lane, Barkingside, Ilford, Essex. Tel: 01-551 1027

Fluorescent
Ultra Hair Glo
Colour Spray for Hair
Jerome Russell Cosmetics Ltd

RED BLUE WHITE GREEN YELLOW CERISE

WASHES OUT EASILY

From Britain's No. 1 The neatest new idea

The cotton wool market is worth over £20m and growing.

Now, the market leader, Robinsons of Chesterfield, is taking its already highly successful range of products and bringing them under one new brand name.

Soft & Pure. With the same superb soft and pure qualities that have made Robinsons Britain's number one suppliers of cotton wool products. But with more shelf distinction. More customer appeal. And more sales for you.

Soft & Pure Balls, Pads, Pleats and Rolls are on the market from September with a national launch, heavy national advertising support and special promotions. New launch packs of cotton wool balls will include a FREE sample of Astral cream with a 5p off coupon for next purchase.

Stock now to get your share of this big and growing market.



manufacturer: in cotton wool.

Soft & Pure cotton wool balls

Available in white and coloured, in three sizes and made from 100% pure cotton wool.

Soft & Pure rolls

Available in handy and economy sizes.

Soft & Pure cosmetic pads

100% pure cotton wool.

Soft & Pure pleats

In two sizes with new, easy to use drawstring bag.

Neatest new idea in pleats.



Robinsons of Chesterfield

Wheat Bridge, Chesterfield,
Derbyshire S40 2AD.

Tel: 0246-31101 Telex: 547320.

Parking problems

Contributed by a barrister

Unless you are in a rural area or have a very large car park attached to your business premises, you could be beset by parking problems. Perhaps customers cannot park their cars anywhere near your shop or store. The whole parking scene is extremely haphazard, with police and the local authorities pursuing different policies in different areas of the country.

In some places, a car has only to be parked for a few minutes for police or wardens to pounce. In other areas, a blind eye is turned towards parking provided it is not overdone.

The trouble is that there is no absolute right to park anywhere on the highway — irrespective of whether or not there are yellow lines painted in the road. You do it by grace and favour. The exception to this is where local authorities have actually designated sections of the road for parking — either with or without meters. If you have problems in this direction, it is worth contacting the local authorities to see whether suitable arrangements can be made. If you are on a narrow, busy main road in a town it is doubtful whether anything can be done. But if you feel that outside your premises a limited amount of parking can be allowed, press this with your local authority. If you get nowhere here, it will certainly be worthwhile having a word with your local councillor. At the same time consult your local Chamber of Commerce or Trade. Satisfactory concessions of considerable help to your business can sometimes be made.

What's in a name?

Although new regulations came into force last February concerning all businesses trading under names other than those of their owners, there are still scores of undertakings not complying with the law.

Not only can a breach of regulations lead to a fine, but situations can also arise where anyone dealing with you can treat business contracts as being null and void. There is no great burden in keeping to the regulations. All it requires is a simple notice (which you can draw up yourself) displayed on your premises and an amendment to your stationery (letterheads, bills, invoice forms etc) so as to include the name and address of the true proprietors of the business. The regulations apply where a limited company is trading under a different name than its registered one and where

an individual or partnership is doing so.

As long as customers can see the notice when calling in at the premises, then this will suffice.

Sickness certs

With the coming into force of new rules for employees to certify their own sickness for the first week of absence from work, there will be confusion amongst employers and employees about what has to be done.

In fact, the employee has to fill in a special form SC1, if he wishes to claim benefit. These are obtainable at doctors' surgeries or the DHSS. Obviously an employer will himself want evidence of the employee's sickness, so employees should be asked to forward the certificate for the DHSS through the employer — who can then note what the certificate says. (This is what happens in the majority of cases now with the doctor signed certificate.)

If an employer requires a separate certificate for his own purposes, it should be remembered that the doctor — who is not obliged to give a certificate now for the first week of sickness and is only obliged to give the national insurance sickness certificate thereafter — can charge for special certificates if required by the employer.

Public safety

In a recent case, a safety inspector served an improvement notice on a fruit picking business which allowed the public on to the owner's land to pick their own fruit.

As is known, a health and safety inspector can, at his discretion, serve a notice on any business ordering safety improvements to be made. There is a right of appeal to a tribunal and in this particular case, the grower did appeal. He did so on two grounds. First, he said that the order to immediately fence in a small reservoir was unreasonable since the unfenced reservoir represented only a

slight risk. Secondly a far more elaborate fencing arrangement than the one ordered was in any case planned for the following year, and it would be unreasonable to put up a fence and then take it down again to be replaced later by the planned new system.

While agreeing that the risk was small, and that it might be considered an extra expense in view of the planned new system, the Tribunal said that — since members of the public were continuing to come on to the land and their interest was paramount — the appeal was dismissed. It does seem, therefore, that if you have members of the public coming into or onto your premises you are under a particularly stringent duty of care and must take every reasonable step to protect them. It is no defence to claim that health and safety precautions for your employees were observed if a similar (or even higher) standard of care for members of the public was not. If an improvement notice is served and the inspector considers it necessary, in the interests of the public, to carry out the improvement, businesses could have a hard job convincing a tribunal to set aside such a notice.

Extra cover

Many businesses are from time to time obliged to send valuable articles or documents through post. The usual way has been use of registered mail.

However, the failure of an article to arrive at its destination, or a sample or document which is lost will result only in compensation being paid for the actual value of the contents. In the case of, say, a document this might not be much, yet there could be an expensive consequential loss.

Unfortunately under normal registered post rules, only the value of the item would be reimbursed. Now you can, by paying an additional sum on top of the registration fee and first class postage, obtain cover for what is known as "consequential loss".

You will be covered against loss of profits, any additional expenses which you might incur from damage or late delivery (which is defined as anything later than three days after the date of posting). For 45p you are covered for up to £1,000 and the maximum cover of £10,000 can be obtained for £1.35p.

All you need to do when registering the package is to ask for a cover note for consequential loss on the contents. You fill in a simple form, pay the premium and you then have immediate cover.

Coughs, Colds, Flu ~ Winter Gloom



FISHERMAN'S FRIEND - EVERYONE'S FRIEND



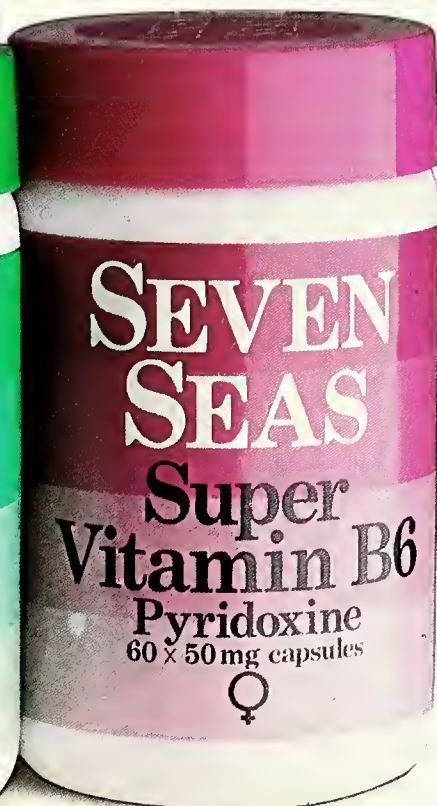
FISHERMAN'S FRIEND

Make sure you have plenty of Friends this winter



- ★ ORIGINAL EXTRA STRONG LOZENGES
- ★ NEW ANISEED FLAVOUR LOZENGES
- ★ HONEY COUGH SYRUP
- ★ EXTRA STRONG RUBBING OINTMENT

Lofthouse of Fleetwood, Maritime Street, Fleetwood, Lancs.



NEW PRODUCTS.

Seven Seas now offer an even larger health food service with the addition of these new products:

Vit-C Plus. The first blackcurrant Vitamin C capsule ever. Provides as much Vitamin C as 100g of fresh blackcurrants.

'Cholesterol-Free' Lecithin. Each capsule contains 200mg of Soya Lecithin, and includes a Phospholipid, PLUS the natural 'B' vitamins, Choline and Inositol, aiding breakdown and transport of fats within the body.

Super B6 (Pyridoxine). Especially popular with women—both those on the Pill and those who suffer from PMT.

PLUS: Bran Extra and Stabilised Wheat Germ—two of the biggest selling Health Foods today. They provide dietary fibre, natural 'B' vitamins, protein and Vitamin E. Their sheer popularity is a great reason for stocking them.

NEW PACKAGING.

The popular 'Healthitub' will be retained for the new supplements.

However, the colour schemes and design will be altered and improved to continue the distinctive Seven Seas coding system.

So brand recognition is going to be a lot easier for you and your customers.

The easy-to-swallow capsules in each tub will contain only natural colouring. They'll also be free from added sugar, starch, lactose or preservative.

WE'LL KEEP YOU RIGHT UP TO DATE.

Quarterly bulletins will include product reviews and a prize crossword. The Vitamin File will be constantly updated to keep you informed of developments in the health food field.



SEVEN SEAS FOR HEALTH



OVER £600,000 TO BE SPENT ON A MASSIVE MULTI MEDIA PROMOTION.

This promotional push over a wide range of media—the largest ever staged by Seven Seas—will increase brand awareness amongst people who are (or will become) YOUR customers. That's why you need to order Seven Seas products now—so you'll be ready when the rush comes.

WE'RE BACKING YOU ALL THE WAY!

Our Salesforce, backed by a company with 40 years of market experience, will make regular visits on all chemist retailers, working to keep your stocks in top condition and your sales UP. Seven Seas is the market leader in Health Food Supplements, stocked by up to 90% of Britain's chemists.

We are already one of the biggest advertisers in our field—and after this promotion, we'll be even better known. That's why it makes sense to stock all the products from the market leader.

STARTING WITH FREE IN-STORE DISPLAY MATERIAL.

That's right. Very soon now, one of our representatives will call, bringing with them FREE in-store display material just for you. This colourful, eyecatching and inform-

ative point of sale will contain a useful Visual Guide, plus showcards and free customer leaflets specifically related to the launch deal for our three new supplements. (The sort of material that opens the door to happier customers and healthier profits for you).

And the good news doesn't stop there...

YOUR CHANCE TO WIN ONE OF 16 FABULOUS PRIZES.

Yes ... as a special 'thank you' to you, our representative will also bring along details of how YOU could be the lucky winner of one of the following prizes:

4 remote control Grundig TV sets.

4 Hitachi stereo radio cassette players.

Plus £200 worth of clothing vouchers for the runners-up. So look out for your Seven Seas representative ... and look forward to healthier profits soon!

Seven Seas Health Care Limited,
Marfleet, Hull HU9 5NJ, England
Tel: (0482) 75234



SUPPLEMENTS FOR HIGHER PROFITS.

For mouth ulcer pain, it's



touch and go.

A customer with a mouth ulcer wants fast relief from the pain. So recommend he uses Medijel.

Better still, now that Medijel gel is back on GSL, display it on the counter. But whether it's through your recommendation or your endorsement that he chooses Medijel, there's one thing you can be sure of. Pain relief in seconds.

Medijel

Everyone deserves
a little squeeze sometime.

Impact indicator

Millions of pounds are involved each year in disputes over damaged goods, and product liability laws which may be introduced by the EEC in the next year could have implications for manufacturers, transit companies and customers.

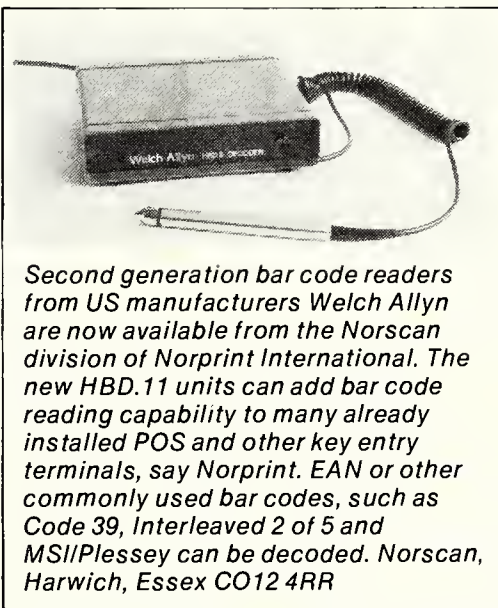
To help identify product damage 3M Packaging Group have launched a Shockwatch impact indicator. The device has a tiny cartridge fitting into its own self-adhesive warning label. Indicators of several impact strengths, with different colour codes, are available to suit the products involved. Bad handling of the package is recorded by the white indicator tube turning red. The time when the damage occurs can then be identified more precisely.

The indicator is highly visible on the outside, and when used people's attitude towards fragile goods is noticeably different, says the company. *3M (UK) plc, 3M House, Bracknell, Berks RG12 1JU.*

UV bug killer

A bactericidal lamp introduced by Hanovia has been designed to eliminate bacteria and viruses being transmitted through air conditioning systems. The air sterilisation ultraviolet lamp is specifically made for installation in air conditioning ductwork, and retrofitting to existing ducts is very simple, says the company.

The unit consists of a tubular, 560mm long ultraviolet lamp and an electrical control box which is fitted outside the duct. Cool running, the lamp is mounted on a pre-drilled reflector via sprung connectors. Ultraviolet light is emitted at a wavelength of 254nm, which, it is claimed, will positively kill or inactivate all types of micro organisms including bacteria, viruses and moulds. Effective



life of the lamp is expected to be at least 3,000 hours and Hanovia offer a 1,000 hours or one year guarantee. *Hanovia Ltd, 145 Farnham Road, Slough, Berkshire.*

Anker till

The ADS 25004 till, launched by Anker Data Systems, is a low cost, general purpose ECR suitable for the smaller retailer. It incorporates a number of features and security devices not normally found in a small electronic cash register, namely a turnover breakdown by departments, operator and types of payment counter, void options and functions with percentage rates if required, say the suppliers. It also has four department totals and four operator keys with separate totals for each.

Numerous transaction totals provide data for detailed closing reports, for management information and statistics concerning turnover movement, says Anker. The till (from £335 + VAT), uses a Seiko 341 heavy duty printer and produces single item or itemized receipts.

There is a choice of a narrow, standard or deep drawer. *Anker Data Systems, 19 Worples Road, Wimbledon, London SW19.*

Drying cabinet

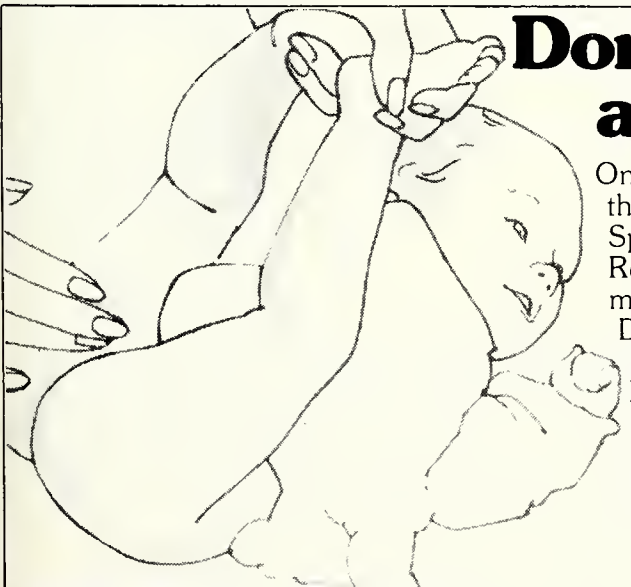
An all-purpose drying cabinet has been produced by Marrutt Ltd, available with one of two filters. The standard filter has a 96 per cent filtration efficiency, and the special filter a 99 per cent filtration efficiency.

A Marrutt turbo-flow system circulates air evenly through the cabinet (59cm deep, 58cm wide, 107cm high) at a temperature ranging from room temperature up to 60°C, adjusted by a variable heat control. Each cabinet (£323.40 trade) is constructed of zinc-coated steel and epoxy finished. Internal fittings are of stainless steel and are designed to adapt to most layouts and hanging arrangements, say the manufacturers. *Marrutt Ltd, Bellbrook Industrial Estate, Uckfield, Sussex.*

Thor's big thermos

Thor Cryogenics Ltd have produced a liquid nitrogen cooled refrigerator capable of holding samples at around -196°C for up to 31 days. Designed for freezing and storing biological specimens, the unit is constructed entirely from stainless steel and may be moved around easily on large castor wheels.

The overall height is 810mm (32 inches) and diameter 520mm (20 inches) and the unit holds 70 litres of liquid nitrogen overall and 29 litres below its upper storage tray. The wide neck (internal diameter 365mm) allows easy access and rapid filling of the cryogen, say Thor. *Thor Cryogenics Ltd, Henley Road, Berinsfield, Oxford.*



Don't you think his skin deserves a little protection?

One antiseptic healing cream gives babies all the protection they need. It's Sudocrem. Specially made to soothe sore skin. Recommend it for nappy rash, knowing that many doctors and health visitors do the same. Display it, knowing it leads to high demand — and even higher profits. Make sure you keep Sudocrem in stock. To give your customers the protection they deserve.

SOOTHES SORE SKIN

Distributors for Great Britain
David Anthony Pharmaceuticals Limited
59 Crosby Road North, Liverpool L22 4QD.





Finding the right support hosiery for your customers has never been easy. Until now. Lastonet have introduced new packaging, designed to help you find the correct hose for any condition, and to encourage your customers to select the correct lightweight hosiery for themselves.

And to make sure your customers support you, we're backing our hosiery with ads in the leading national, women's and mothercare press. There's also a clinics' poster, and an in-depth booklet on leg care problems.

We feel we're giving you our full support. Please pass it on to your customers.

Lastonet Products Ltd.,
House of Lastonet,
Carn Brea, Redruth, Cornwall.
Tel. (0209) 714141.

Lastonet

**Give your customers
real support and they'll support you.**

The chemotherapy of cancer: part 1

by Dr N.D. Harris and Mr R.J. Greene, Chelsea College department of pharmacy, University of London

Cancer is a difficult and emotive subject. There are two reasons for including it in this series which is directed primarily at community pharmacists. In most medical texts it is not dealt with as a separate subject but as part of the various specialities, eg chest or gastro-intestinal, and coherent accounts are given only in specialised texts. Further, although pharmacists generally have only a very limited role in relation to treatment, this group of diseases is widely misunderstood and is a frequent cause of anxiety and consultation. In this context pharmacists can play a valuable, informed counselling role.

Cancer may be defined as a neoplasm (new growth, tumour), which is not controlled by normal growth regulatory mechanisms, and which invades adjacent tissues and may metastasize, ie spread to form secondary growths in remote organs and tissues.

Not all tumours are cancers. Many are benign, ie localised and non-invasive, though they may kill the patient by pressure on a vital organ or by obstruction. Even benign tumours occasionally become malignant (invasive). The term "cancer" is applied descriptively to all types of malignant tumour, though there are over 100 different, allied, diseases. It is not synonymous with carcinoma, which refers to malignancies of epithelial origin.

Aetiology

The term "cancer" covers a diverse group of diseases with no single cause and so no single cure. Although a very few human cancers may be inherited, most tumours probably arise due to an interaction of intrinsic factors, such as genetic susceptibility and hormonal balance, and extrinsic factors which include chemicals, viruses, radiations and chronic irritants.

Known genetic factors include chromosome abnormalities (Down's and Klinefelter's syndromes), familial predisposition (eg phaeochromocytoma, polyposis coli, neurofibromatosis), and immunologic and histocompatibility antigen status (ataxia telangiectasia, Hodgkin's disease, breast cancer, acute

lymphatic leukaemia). One estimate is that about 20 per cent of tumours are due to genetic factors.

Extrinsic factors are numerous and include azo dyes, tar and pitch, arsenic, asbestos, chromium and nickel salts, solvents, radiations, arylamines, tobacco tar and some drugs and viruses.

Unequivocal associations with a single agent are rare and causation is probably

due to a complex of genetic susceptibility, life style and exposure to specific agents. For example it is known that in Japan, gastric cancer is common, colo-rectal cancer is uncommon and breast cancer is rare. However, in Japanese immigrants to California, incidence of gastric cancer has fallen to approximately the American rates, colo-rectal cancer rates have risen and breast cancer rates remained low. The inference is that environmental factors (diet?) are important in the causation of gastro-intestinal tumours but much less important in breast cancer.

Epidemiology

The overall incidence has remained relatively constant over the last 50 years and although the prevalence is roughly the same in both sexes, it is not constant throughout the age groups or for the different types of cancer (Table 1). The importance of environmental and social factors (Table 2) has been mentioned and racial differences may also occur. Thus Indian women have a high incidence of uterine malignancy, West Africans of primary liver tumours, Egyptians of bladder malignancy and Scandinavians of gastric cancer, though these differences may be environmental in origin.

In England and Wales there are about 200,000 cases per year and about 125,000 deaths, about 23 per cent of the total deaths from all causes. For comparison, coronary arterial disease accounts for

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Table 1: Cancer incidence by site and sex (England and Wales)

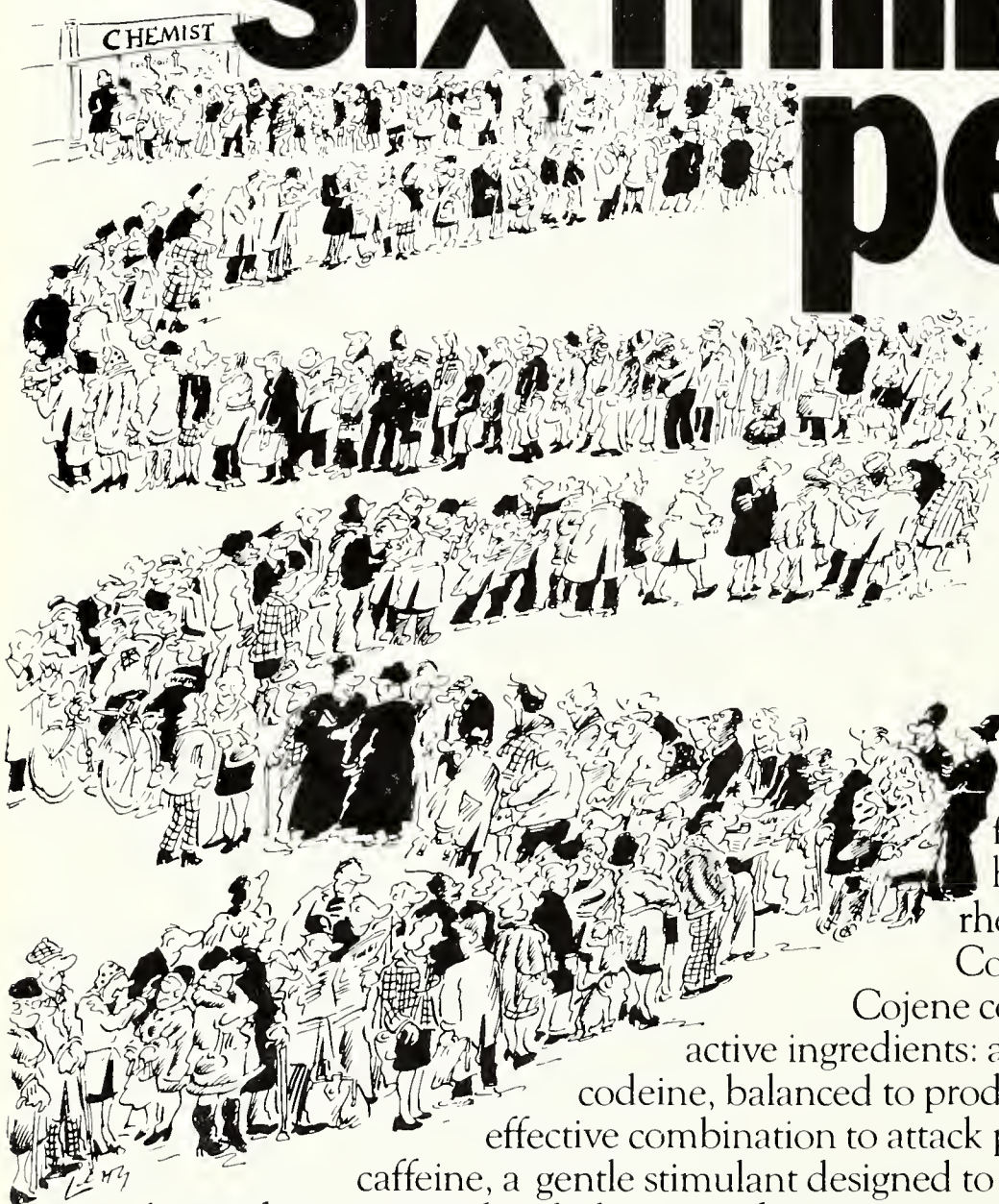
Site	Approximate incidence			
	Percent of all cases		Cases per 100,000 of population	
	Male	Female	Male	Female
Breast	—	25	1	84
Trachea, bronchus and lung	30	6	111	24
Gastro-intestinal tract	20	18	80	70
Skin	10	10	37	33
Gastro-urinary tract and prostate	15	8	60	28
Uterus	—	10	—	30
Other	25	23	89	88
Total	100	100	378	357

Table 2: Cancer mortality by occupation (England and Wales)

Site	Standardised mortality ratios* for			
	Professional	Skilled	Partly skilled	Unskilled
Trachea, bronchus and lung	63	103	124	139
Uterine cervix	20	94	140	161
Breast	117	110	103	92
Prostate	91	107	106	115

*The death rate expressed as a percentage of the overall average for each type of tumour

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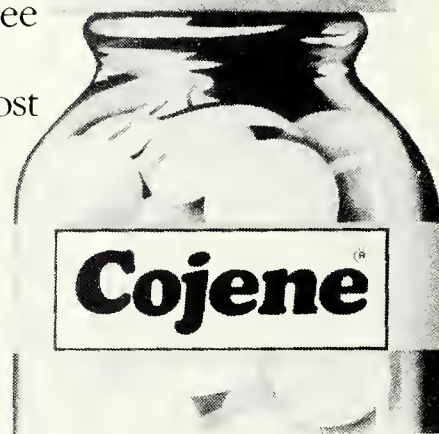
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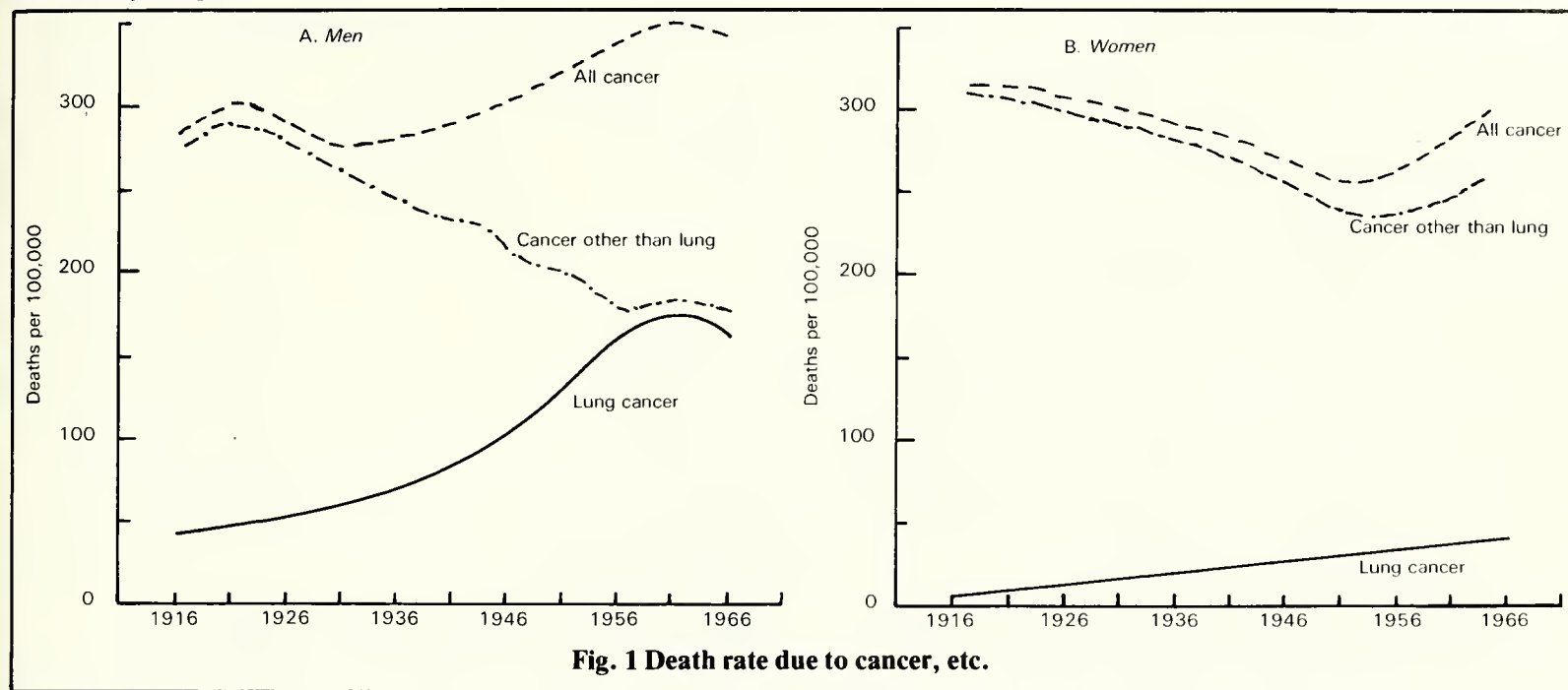


Fig. 1 Death rate due to cancer, etc.

about 27 per cent of deaths and cerebrovascular disease 14 per cent. Most cancer deaths occur in 60-80 year age group. However, with improved management the overall death rates for all forms of cancer in men, other than cancer of the lung, has declined over the last 50 years, and even death due to cancer of the lung has declined somewhat (Fig 1A). In women death rates declined, less dramatically than in men, up to about 1950, since when the rate has increased somewhat (Fig 1B).

Most of the deaths due to lung cancer are attributable to smoking, the estimates for 1966-70 being 97.4 per cent of male deaths and 71 per cent of female deaths.

Normal and malignant cells

Normal cells. All cells in the body derive from a single common fertilised cell and so have the same genetic complement and the theoretical ability to become any type of cell in the body. Initially, cells multiply to form identical copies, but differentiation commences very soon. Most of the genetic information contained in a cell is repressed and differentiation results from the selective derepression ("switching on") of certain genes. The differentiated cells reproduce to form the various tissues, the extent of reproduction being limited by contact with cells of different surrounding tissues, ie by contact inhibition. The processes controlling differentiation and contact inhibition are largely unknown, but local hormones (chalones) are believed to be involved.

Malignant cells arise when genetic changes occur which enable them to escape from the normal growth regulating

mechanisms. Further, the cells lose their normal differentiated state and may lose their normal functions and take on inappropriate ones. Often this shows initially as an excessive normal activity of a well differentiated tumour which then declines as the cells become undifferentiated (anaplastic). For example, a malignant melanoma, which arises from the melanocytes of the skin, starts darkly pigmented as may be expected, but often becomes pink or white. Inappropriate function results in the production of abnormal substances by the tumour, eg pituitary hormones such as ACTH and ADH by bronchial tumours, and these substances can sometimes be used as diagnostic indicators of malignancy. Thus many tumours excrete carcino-embryonic antigen (CEA) and prostate cancers excrete phosphatase, and these substances can be detected in the blood.

Mechanisms of host damage

The principal mechanisms involved are local invasion, metastasis, abnormal metabolism and the production of immunological defects. Local invasion results in pressure on vital organs and obstruction of blood and lymphatic vessels by pressure on them or growth into them. Both of these may cause death of the affected tissue. The presenting symptoms vary considerably with the site of the tumour, though anaemia, haemorrhage, cachexia (weight loss plus debility), ulceration and pain are common.

Metastasis is clinically the most significant feature of the disease. It may occur via the blood or lymphatic systems

and body cavities, and may involve tissues throughout the body. The regional lymph nodes are commonly involved and, though they initially trap the metastatic cells, they eventually act as foci for further spread. Metastases may be very widespread but too small to be detectable when a primary tumour is first diagnosed, so most cancers must be regarded as systemic and not localised.

The third mechanism is that of the production of inappropriate hormones or abnormal substances, already referred to. Finally, many patients have impaired immunological defence mechanisms. The origin of this is frequently unknown, but there may be specific effects in the immune system. Thus in multiple myeloma the plasma cells are affected and in chronic lymphocytic leukaemia cellular immunity is depressed since the T-cells are swamped by an over-production of B-cells. In many cases the normal anti-tumour immune response is prevented due to the production of blocking factors.

Tumours are normally classified on the basis of the tissue or cells in which they arise, but may be named after their discoverer or on the basis of their microscopic structure or anatomical origin. The word ending "-oma" usually indicates benign growths, whereas the endings "sarcoma" and "carcinoma" always refer to malignancies. Some examples of benign and malignant neoplasms are given in Table 3 (p.710).

Diagnosis and staging

Diagnosis normally results from the presentation to a doctor of inexplicable or warning symptoms. A list of these is given at the end of the article as a guide to

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pharmacists who may be asked to advise on some of these apparently innocuous symptoms. The diagnostic process is based on a full clinical, biochemical, haematological and radiological investigation, backed up by specialised techniques, such as explorative surgery and tissue biopsy and histology, investigation of immunological status, lymphography, mammography, thermography, ultrasound, computerised axial tomography (CAT), radioisotope scanning and endoscopy.

Early diagnosis has long been an objective but it is debatable whether it is possible. However, there is no doubt that the prognosis is improved if diagnosis and treatment occur when the size of the primary tumour and the extent of metastasis are limited. Further, the complexity and cost of treatment may be reduced considerably, eg for choriocarcinoma. Early diagnostic clinics are common and use techniques such as vaginal and cervical smears, vaginal aspiration cytology and breast screening by palpation, mammography, thermography and aspiration cytology.

Staging techniques, ie estimates of the size and metastatic spread of a tumour, are widely used to evaluate the prognosis and plan the treatment for individual patients. A variety of clinical, surgical and radiological criteria may be used, even for the same type of tumour. Recently, the TNM system has been introduced, where T refers to the size of the primary tumour, graded 0-4, N to the degree of lymph node involvement (0-4) and M to the absence or presence of distant metastases (0-1), thus, for example, stage T2N2M1. However, this system currently has only limited acceptance and specific staging criteria are used in many situations, eg Hodgkin's disease.

Treatment

Treatment is based on surgery, radiotherapy, cytotoxic chemotherapy, endocrine therapy and immunotherapy. A brief description of surgery and radiotherapy is given below, the other forms of treatment being discussed in subsequent articles.

Surgery. This is the oldest method of treatment and may still provide the only possibility of benefit with radio-resistant and drug-resistant tumours. It may be completely curative, if the neoplasm is localised and can be removed without damaging vital tissues, but this is unusual, and the procedure itself may, theoretically, result in the dissemination of malignant cells. However, the patient's own local and systemic defence mechanisms may eliminate residual neoplastic tissue and cells. The use of radical surgery, involving a wide excision around a primary tumour and removal of the regional lymph nodes was once the first line of method of management, but is declining and is now seldom the rule. Surgery may also be used for prevention in high risk patients, eg colonic resection in cases of familial polyposis coli, excision or laser treatment for epitheliosis of the uterine cervix and diathermy of premalignant areas in the bladder.

Surgical procedures for diagnosis and staging are common. Biopsy may be done by needle or incision, by excision of a complete lymph node, or sampling through an endoscope by forceps, or exfoliative cytology (examination of scrapings or brushings). Often a patient will be admitted to the operating theatre, a biopsy specimen taken and examined rapidly as a "frozen section", and the decision to proceed with major surgery or not taken whilst the patient is still anaesthetised. In some neoplastic

diseases, extensive surgery is required for staging and the planning of treatment, eg laparotomy (exploratory abdominal surgery) to investigate the liver, abdominal lymph nodes and spleen in Hodgkin's lymphoma. The surgeon's skill is also used for the implantation of radioactive sources and for the relief of pain and distress. Colostomies and ileostomies following colonic resection and ureterostomies after bladder resection are common.

Radiotherapy was the second form of treatment to be introduced and still has a key role in the management of neoplastic disease. The treatment may be given by teletherapy (external radiation beams), plesiotherapy (short range irradiation with

moulded plastic sources, implants and applicators) or, occasionally, by systemic radioisotopes. Apart from neutrons, all radiations are less effective in the absence of oxygen, since part of the effect is due to the formation of oxidising free radicals from the water in the tissue. This effect may be significant in poorly vascularised large tumours or those with necrotic centres, so hyperbaric oxygen chambers have been used for irradiating patients with head and neck, bladder and gynaecological tumours. Some chemicals are radiosensitizers and a derivative of metronidazole, misonidazole, given four hours before irradiation, is showing some promise in enhancing tumour damage.

Table 3: Some benign and malignant neoplasms

Tissue of origin	Benign	Malignant
Haemopoietic and Lymphoreticular		
Erythrocyte	Polycythaemia vera	—
Granular leucocytes	—	Myeloblastic (acute) and myeloblastic (chronic) leukaemias
Monocytes	—	Acute and chronic monocytic leukaemias
Lymphocytes	—	Lymphoblastic (acute) and lymphocytic (chronic) leukaemias
Lymphoid tissue	—	Hodgkin's disease
Plasma cell	—	Burkitt's lymphoma
Myeloma		
Connective Tissue and Muscle		
Fibrous	Fibroma	Fibrosarcoma
Fat	Lipoma	Liposarcoma
Bone	Osteoma	Osteosarcoma
Muscle, smooth	Leiomyoma	Leiomyosarcoma
Muscle, striated	Rhabdomyoma	Rhyobdomyosarcoma
Cartilage	Chondroma	Chondrosarcoma
Vascular epithelium	Haemoangioma	Haemoangiosarcoma
Epithelium		
Glandular	Adenoma	Adenocarcinoma
Surfaces	Papilloma	Carcinomas eg squamous cell
?	—	Carcinoid tumour
Melanocytes	Moles, naevi	Malignant melanoma
Neural		
Neurocytes	Ganglioneuromoa	Neuroblastoma
Meninges	Meningioma	Meningiosarcoma
Embryonal and Germinal		
Testis	—	Seminoma
Ovary	—	Dysgerminoma
Ovary and testis	—	Teratomas*
Trophoblast	—	Choriocarcinoma
Kidney	—	Nephroblastoma (Wilm's tumour)
Liver	—	Hepatoblastoma

*Teratomas are unusual since they have the ability to produce many different types of cell or even organised tissues. Most tumours are composed of a single cell type.

Table 4: The radio-sensitivities of some tumours

Radiosensitive tumours	Tumours of limited sensitivity	Radio-resistant tumours
Malignant lymphomas	Mouth and lip	Small (oat) cell carcinomas of the bronchus
Neuroblastomas (eg orbit of the eye)	Nasal and post nasal	Stomach and lower gastro-intestinal tract
Nephroblastoma (Wilm's tumour)	Laryngeal	Malignant melanoma
Testicular seminoma	Carcinoma of the skin, larynx and bladder	Meningiomas
Medulloblastoma	Testicular teratomas	Osteosarcomas
		Hypernephroma
		Myosarcomas

The principal considerations in radiotherapy are the type of tumour (sensitivity and pattern of spread), its exact location three dimensionally, the volume of tissue to be irradiated and the presence of sensitive organs and tissues which may be in the direct radiation beam or affected by scattered radiation (eg the bladder, bone marrow, lungs, spinal cord, eyes and skin). Total doses are usually given in five to 25 fractions to limit the damage to normal tissues. Fractionation also causes the recruitment of resting cells in the tumour into active division, in which state they are more radiosensitive. This point will be considered again in the context of cytotoxic chemotherapy. Special techniques, including lead wedges, contoured lead compensators and plastic blocks are used to protect important tissues and to obtain the desired dose distribution.

Radiotherapy may be used curatively, in localised disease or when surgery is inappropriate, but is frequently used as an adjunct to other therapies. Thus it is used pre-operatively to reduce the bulk of a tumour, to improve prognoses post-operatively (breast cancer, seminoma of the testis) or after cytotoxic chemotherapy has produced some regression, eg meningeal and testicular irradiation in acute lymphoblastic leukaemia and Ewing's sarcoma. It is also valuable palliatively to relieve symptoms in advanced cervical, breast, bronchial, bladder and rectal disease, for metastatic bone pain and to reduce peritoneal or pleural effusions. Tumours vary widely in their sensitivity to radiation (Table 4), so that radiotherapy is used primarily as an adjunct to other forms of therapy when relatively radioresistant tumours are concerned.

Guide to common signs and symptoms

Any change in a patient's normal function or appearance which cannot be explained by the recent history or which does not remit within a short period of treatment must be investigated thoroughly.

The following are signals of possible neoplastic disease:

- ☐ Difficulty in swallowing
- ☐ Persistent hoarseness or cough
- ☐ Persistent indigestion (some gastric ulcers are malignant)
- ☐ A change in bowel or bladder habits, eg constipation and /or diarrhoea
- ☐ Persistent fever or night sweats
- ☐ Any lump or thickening of superficial tissue, especially dark skin lesions
- ☐ Any change in a wart or mole

- ☐ Non-healing ulceration of the skin or mouth
- ☐ Unusual bleeding or discharge
- ☐ Inexplicable or ill-defined chronic pain, especially of bones or joints
- ☐ Loss of weight or appetite, general debility
- ☐ Swelling of a limb
- ☐ Progressive visual or aural deficit, often unilateral
- ☐ Loss of balance

Symptoms should be considered in relation to any high risk factors, eg age and sex, exposure to possible environmental or occupational carcinogens, long-term immunosuppression and inherited syndromes (eg familial polyposis coli).

A combination of the above symptoms may indicate the need for special investigation, eg persistent cough plus vague rheumatic symptoms may be evidence of primary bronchial carcinoma

with metastatic bone involvement. ■

This is the first in a series of three articles. The second article will discuss the characteristics of the medicines which are used for treating neoplastic diseases, notably cytotoxic chemotherapy, and some basic principles which underly the approach to treatment.

BOOKS

Non-Prescription Drugs

Alain Li Wan Po, BPharm, PhD, MPS. *Blackwell Scientific Publications*, Osney Mead, Oxford OX2 0EL. 9½ × 6½ in. Pp viii + 477. £25.

For once we can say that here is a book perfectly suited to *Chemist and Druggist* readers since they themselves were its inspiration. The author, Dr Li Wan Po, is a lecturer in the Department of Pharmacy, University of Aston in Birmingham, who for a number of years has contributed a series on counter-prescribing to *C&D*. In the preface to this book, he states that the many readers who responded to the articles provided the impetus for its writing.

Like the counter-prescribing series, each of the 32 chapters deals with a medical counteraction group according to physiological system. Each has a general introduction to the system before dealing with the individual drugs, product formulation and an extensive list of references. Within the topic range are included such diverse subjects as sunburn and sun tan preparations, disinfectants, antiperspirants and deodorants, oral hygiene, contraception, pregnancy testing, contact lenses and weight control — all of course areas in which the pharmacist's counter-prescribing expertise is regularly called upon.

The introductory chapter includes helpful tables on potential drug interactions involving non-prescription drugs and on non-prescription drug interference with biochemical tests. An unusual feature throughout the text is the addition of an eye catching heavy black dot in the margin against "practice points which can be translated into patient advice." An appendix on ionization constants shows how they can help protect parameters such as absorption peripherals, dissolution rate changes physiochemical interactions and formulation effects.

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Opposition to MAFF's saddlers list proposal

The Society is to inform the Ministry of Agriculture, Fisheries and Food that it still entirely supports the Veterinary Products Committee's proposals on the future of the Merchants List, and cannot accept the Ministry's opposition to the proposals.

That was agreed by Council at this month's meeting after a letter from the MAFF had been considered in detail by the Agricultural and Veterinary Pharmacists Group Committee. Council also agreed that, should the MAFF not respond to the Society's objection, then the Society would co-operate with the proposals, but still oppose the creation of a saddler's list, as set out in the last of six proposals listed in the MAFF letter.

The proposals were: That all merchants would have to notify the Society annually that they wanted their premises listed, and would undertake to observe the code of practice; that the code of practice would be redrafted in agreement with the Society to provide detailed guidance on the suitability of premises, procedures to be followed, etc; that the Society would have power to refuse to list or relist, and to delist, merchants not following the code of practice, such power being exercisable only with the consent of the appropriate Agriculture Minister; that the Medicines Act would be amended to allow the Society to charge for listing and inspection of premises; that the list of merchants/premises would be publicly available so that suppliers of animal medicines could ensure that they were supplying only bona fide merchants; and that a "mini list" of horse wormers would be created which saddlers listed with the Society, or listed merchants, would be able to sell to the public.

Support for corporate advertising

Council has endorsed an Ethics Committee recommendation that corporate advertising should be approved in principle. Council also agreed to waive the fee and expenses for hire by the National Pharmaceutical Association of the Society's hall on September 28, in connection with the NPA's public relations campaign for pharmacy.

The motion was moved by Mr D. Sharpe, who said that the hire of the hall had been for one of a series of meetings designed to acquaint members of the profession — not just community pharmacists — with the programme which the NPA hoped would start in March or

April, 1983. Mr Sharpe thought that the charge for that particular occasion, and no other occasion, might be waived. He accepted that it would be wrong for bodies to come to the Council and argue that, because their meeting was for the benefit of the profession, they should not be charged for the hire of the hall. But that occasion concerned something that every member of the profession had been asking for, namely, some form of corporate advertising campaign.

Mr Sharpe referred to a proposal from the Society's working party on pharmaceutical education and training that a survey should be undertaken to determine public expectations of the pharmaceutical service. The cost was estimated at £8,000. He pointed out that the NPA had already spent £20,000 on finding exactly that information. He could give an undertaking that the NPA would willingly provide that information at no cost to the Society. He felt that would be in the spirit of unity and co-operation so often sought.

The president said he had great sympathy with the request, but many organisations promoting the Society's activities used headquarters, and special consideration in the present case would obviously give rise to similar requests from other people. There was the question of wear and tear of the building, and money must be found for maintenance and upkeep. Therefore, for those reasons, the officers did not support the motion. After much discussion the motion was carried by 13 votes to four.

□ The Society is to produce a document based on its current policies for supply to political parties and others inquiring about the Society's views. The decision arose from consideration of the health and social services policy document produced by the Social Democratic Party. The community pharmacy subcommittee considered that it would be difficult to comment on any party's policy document without appearing to support a particular political viewpoint. The subcommittee therefore recommended, and Council agreed, that the office should produce an appropriate document based on current policies, for consideration by the Practices Committee.

□ The Society is to continue discussions with the joint computer policy group of the General Medical Services Committee and Royal College of General Practitioners. It was reported to the Practice Committee that at a recent

meeting with a representative of the policy group it had been agreed that contact should continue to be maintained on the ethical problems of access to medical records by pharmacists, on standards for computer systems, on the possibility of a pilot study of doctors and pharmacists collaborating in keeping medication records, and the information given on repeat prescriptions.

□ The Society is considering a proposal that when medicines containing sugar are dispensed or repackaged by pharmacists, then they should be labelled with an identification that they contain sugar. The proposal has been endorsed by the Industrial Pharmacists Group Committee, and is to be considered by the Hospital Pharmacists Group Committee and the community pharmacy subcommittee of the Practice Committee.

□ Mr W. Lund, head of the Society's pharmaceuticals laboratory, is to represent the Society on a working party to be set up by the Minister of Consumer Affairs, Dr Gerard Vaughan, to consider the use of child resistant containers with dangerous household products.

□ It was reported to the Manpower Committee that a recent report on pharmacy manpower in France indicated that the number of pharmacists registered there was increasing at an annual rate of between 3 per cent and 5 per cent, compared with about one per cent in Britain, which might well have implications for Britain when the European Community Directive upon free movement of pharmacists was eventually implemented. The number of community pharmacies in France had for the past five years been increasing at an average annual rate of about 300, and entry to French schools of pharmacy, although now restricted, was continuing to run at a rate more than twice that in Britain.

□ The Council has agreed to an exploratory tripartite meeting between representatives of the Society, the University Grants Committee panel on studies allied to medicine, and the pharmacy working group of the National Advisory Body for Local Authority Higher Education. The meeting will discuss the nature of formal discussions to be held later between the three bodies. The Society will be represented by Mr D.R. Knowles, Mr D.F. Lewis and Mr R. Dickinson.

□ The Society is to express extreme disappointment at a decision to disband the pharmacy panel of the Science and Engineering Research Council. The Education Committee was reminded that earlier in the year the Society had been consulted on three options related to the panels's future. Council had strongly

Continued overleaf

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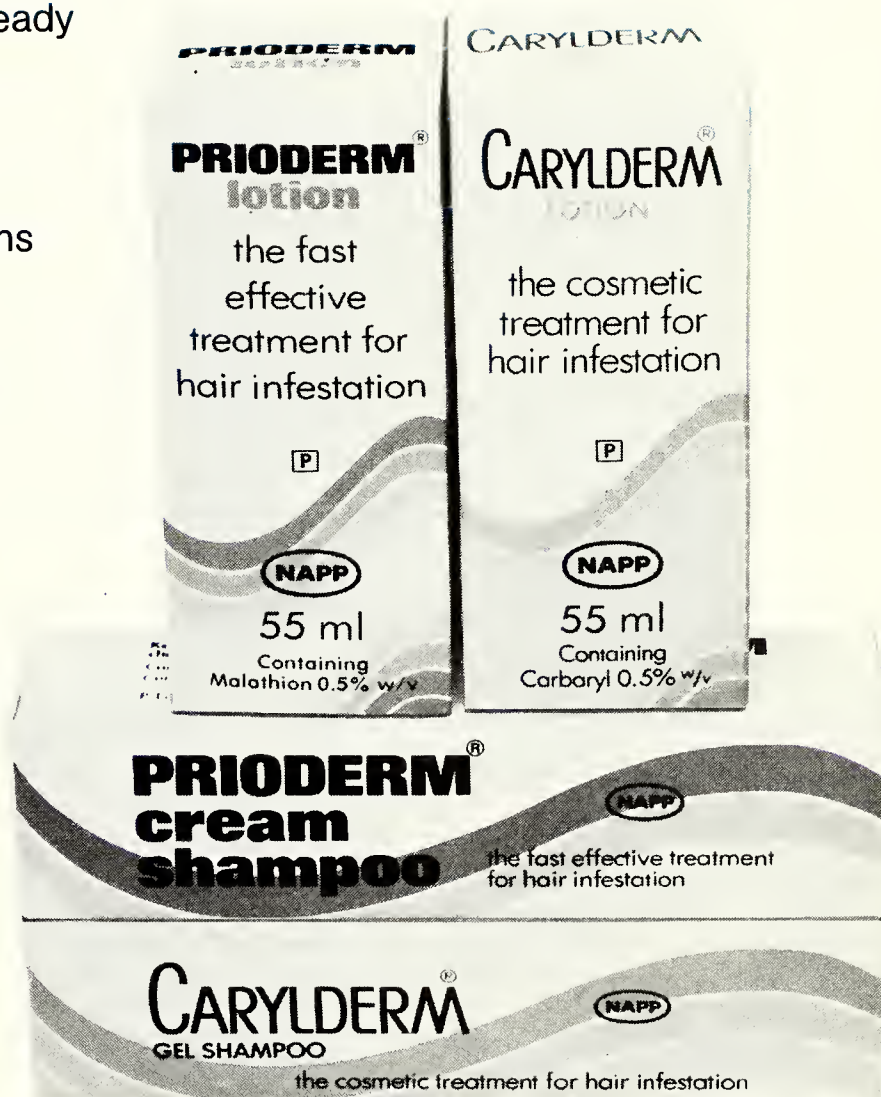
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SERC pharmacy panel to be disbanded

supported the option for an extension of the panel's powers, which would enable it to operate independently within the funding framework of the SERC. The Committee was informed that a letter had now been received from the head of the SERC's science division indicating that, although all respondents to the SERC consultation letter had been broadly in agreement with the option supported by the Society, the SERC had now endorsed the conclusions of the science board that the pharmacy panel should be disbanded and pharmacy integrated within the existing structure, with pharmacists participating in the relevant committees.

Council agreed that a letter should be sent to the SERC expressing extreme disappointment and emphasising that one of the reasons for the existence of the panel was to ensure that integrated research proposals, which were mainly the case in pharmacy applications, would be considered by a broad representation of the relevant pharmaceutical sciences. The letter would ask the SERC how it intended to achieve its stated objective of maintaining its overall support for pharmacy research.

□ The Society is to write to the Oxford Regional Health Authority Pharmaceutical Committee supporting the decision of its education subcommittee to attempt to establish a style of distance learning based on tape/slide presentations and video tapes, associated with small study groups of pharmacists. A copy of the letter is to be sent to the Association of the British Pharmaceutical Industry, which has been approached by the sub-committee with a view to obtaining support from pharmaceutical manufacturers.

□ The Society is to inform the Association of Community Health Councils for England and Wales of its views on a number of resolutions from the Association's annual meeting. Among the resolutions was one calling for supply on NHS prescriptions of disposable syringes and needles, "click" syringes for the visually handicapped, and testing strips to monitor blood glucose levels. The Society will explain that it has already made representations to the Department of Health on the matter of disposable syringes, that the PSNC has made representations on blood glucose testing strips. The Association also expressed concern at the continued increase in prescription charges and at the proportion of prescribed drugs that remain unused. The Society will explain its policies both on prescription charges and on prescribing economies.

□ The Society is to prepare a list of industrial pharmacists who are eligible to become qualified persons within the

pharmaceutical industry. All industrial pharmacists will be contacted before the list is prepared.

□ The director of public relations, Mr Philip Paul, in his Public Relations report for August and September, reported that with Mr R. Dickinson, deputy secretary, and Mr W.B. Rhodes, assistant secretary, he had attended a further meeting with representatives of the Family Planning Association to consider the Press launch of the "more pharmaceutical involvement" project. He suggested that the initial Press release should, if possible, include a quote from a British Medical Association spokesman (to forestall subsequent controversy) but the BMA had declined to provide a comment although reserving the right to respond to any Press inquiries.

Mr Paul also attended a meeting with the public relation manager of Dista, to discuss progress with the suicides campaign and consider proposals for its possible extension. Receipt of favourable media reactions to the campaign continued. The assistant public relations officer attended a meeting with Ms Nancy Tuft, editor, *New Age*, the quarterly journal of Age Concern, with a view to producing an article encouraging the elderly to return unused or unwanted medicines to the pharmacy for destruction. Eighteen Press releases were issued during the period, 17 on speeches and papers presented at the BP Conference and one on the Welsh Pharmaceutical Conference.

□ The Secretary and Register reported that Professor Peter Storie Pugh, of the Royal College of Veterinary Surgeons, now represented the professions as one of 24 UK representatives on the economic and social committee of the European Community.

□ The question of the low poll in the 1982 Council election was, at the request of Mr M. Gordon, investigated by the officers. The secretary and register indicated in a paper presented to the meeting that the officers had looked at the relevance of the single transferable vote system of election. The conclusion of the officers, he reported, was that no change should be introduced immediately, but that the matter should be kept under review for the next few years. He said that the STV system was not intended to increase the size of the poll at an election but was intended to reflect more accurately the wishes of the electorate and to be fairer to minority interests.

Mr Mervyn Madge pointed out that since the introduction of STV the percentage of votes had dropped drastically until it had reached 26 per cent. He suggested that the apathy stemmed from the STV system of voting. Mr Gordon felt that the present system was a large contributory factor towards the apathy, but there were other factors. The Council should try to involve the membership more.

Mr Balmford said that the problem was that people did not understand the system of STV. In his view, it was the

greatest single contributory factor to the low interest in Council elections. He moved that Council should revert to the former system. Mr Dalglish strongly opposed the motion; he thought the present Council was one of the best balanced in terms of representation of minority interests in the profession. The motion was lost.

□ At its August meeting, the Council agreed to make representations to the Wessex Regional Health Authority and the Department of Health against the advertising by the authority on an internal basis only of its regional pharmaceutical officer post. When the matter was reconsidered at Council's October meeting, the vice-president said that since the post had now been advertised nationally, the Society has got as far as it could in the matter.

□ The Society is to revise the check list system for preregistration experience. Council agreed that a more detailed check list of experience will be prepared, to be incorporated within a preregistration experience manual. A summary check list will also be distributed in relation to each graduate, with one copy being returned to the Society at the end of the year. Council also accepted a recommendation that provision should be made for a special progress report to be made by the graduate and tutor in association with the six monthly appraisal, and that each graduate should be required to keep a "record of events," to be used in association with the appraisals. In 1983 preregistration tutor seminars will again be held in each of the Society's regions and in Scotland and Wales, during May, with a further seminar in Lambeth in September.

□ Mrs D.I.M. Clark, warden of Birdsgrove House, is to retire before the end of the year. Miss J. Evans has been appointed to succeed her, and will take up appointment on January 1, 1983. Charges for accommodation are again to be reduced during the winter months. From November, 1982, to February, 1983, inclusive, the charge for both members and accompanying persons will be £30 per week.

□ The Society is increasing from £30 to £50 the annual Christmas gift made to all annuitants, to those receiving regular grants from the Benevolent Fund, to dependent children and to those who have received block grants from the Benevolent Fund during the past year.

□ The pharmacists who have this year been awarded the diploma in agricultural and veterinary pharmacy are to be invited to apply to present their projects at the pharmacy practice research session of the 1983 Conference.

LETTERS

'Salting the shelves' — a risk in UK also

I wonder if the Medicines Commission is studying the US Tylenol tragedy and drawing relevant conclusions?

One US investigator reported that the culprit "went around salting the shelves." A similar sequence of events is not impossible in this country. At present a very wide range of analgesics and medicines generally are available to be picked up freely (and substituted and contaminated) by anyone, in our stores and supermarkets. In my own small town, the "number one painkiller" is available on a shelf service basis in the greengrocer, the hairdresser and the hardware store — plus of course on the "pharmacy shelf" at the grocers.

I can well imagine that a recall of this item would take three weeks to achieve 70 per cent effectiveness and the last 10 per cent would probably never be achieved.

How different if these drugs were restricted to pharmacies — no self service, all sold under supervision with total recall

possible in 24 hours if the first class mail performs well.

While on the subject, may I say how dissatisfied I have been to see the launch of two paracetamol capsules, targeted primarily at the grocers. I can appreciate the manufacturers attitude; it is their function to maximise sales and profits, but I do believe that pharmacists should carefully monitor their own position. If the NPA campaign is to mean anything we must be prepared to place professionalism before profit. In fact, in the case of the two products cited above, I have declined to stock them but have noticed that they are not available elsewhere in the town. Customers do take note when I tell them that no I do not stock the product and do not intend to. The pharmacist's judgment is valued — we should use it for the public good.

Let the customers be the judge of your professional stance! Stand up against the television jingles. Place your profession before your profit. And while you are about it, send a newspaper cutting about Tylenol, together with your comments, to your MP.
Clovis

Time consuming

I have worked in "chemist shops" for forty years and there has never ever been a shortage of people who consider they have a god-given right to consume one's time. I have even known people to march into the dispensary and confront me as I dispense!

One would have hoped/expected the Pharmaceutical Society of Great Britain and the National Pharmaceutical Association to be striving to reduce — not increase — the already considerable burdens carried by pharmacists. No responsible pharmacist can seriously oppose the giving of free consultations — at their convenience and discretion — as we have always done. But to make oneself instantly — and always available — and to actually "tout" for the opportunity to do so — must surely be the height of madness!

Those whom the Gods seek to destroy, they first urge to bandage teddy bears.

P. J. Hanger,
Kings Heath,
Northampton.

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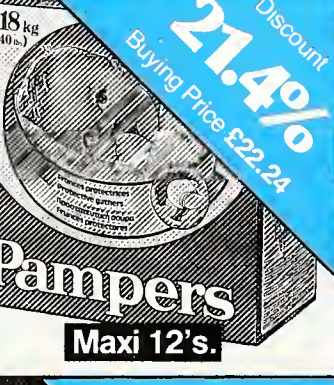







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Vestric put on 14 pc — acceleration 'continuing'

Vestric have reported sales for the year ended June 30 of £231m, representing an increase of 14 per cent on the previous year's £202m. Sales in the second six months advanced by 17 per cent compared with 12 per cent in the first six months, and this accelerating growth pattern is said to be continuing.

Trading profits are down slightly at £2.5m, partly due to changes in the company's structure carried over from the previous year, and partly to the continuing high level of discounting in the pharmaceutical wholesale trade. The profit was arrived at after charging restructuring costs, stock adjustment and other non-recurring expenses amounting to £800,000.

Zantac enters results

Pre-tax profits for parent company Glaxo Holdings rose 53 per cent to £133.64m (£87.33m). Total group external sales reached £865.81m from the previous year's £710.49m, an increase of 22 per cent. The company attribute this improvement to better performance over most major products and in most areas of operation. Zantac, the company's recently-introduced anti-ulcer drug shows in the results for the first time, with £30m of sales. The drug is currently being introduced to new markets such as Germany, Canada and Spain. A USA launch is expected early next year, with

Japan hoped to follow in 1984. UK total sales were up £15m to £158m.

Managing director, Mr Peter Worling, says of Vestric's performance "During the past financial year we have proved that, as a traditional wholesale company, we can offer the type of service our customers require at a really competitive price. At the same time we have also made sure our retail customers are being kept up-to-date with the latest computer equipment through the development of Vantage.

Relationship with retailers

"In future, wholesale development will be more dependent on developing the right working relationship with retail customers.

"The major problem in wholesale distribution continues to be the level of profitability. There is a danger that this will lead to a reduction in the number of wholesalers, a loss of service and reduced investment in wholesale distribution at a time when there is much to be gained, by both retailer and wholesaler, from new technical developments"

Glaxo shares rose 100p to reach a record 906p on the London Stock Exchange on news of the results.

□ Turnover at Unichem reached £132.7m in the first half of 1982 (*C&D*, July 17 p139), an increase of 33 per cent over the same period in 1981.

Boots policy review — changes in store?

Boots are carrying out a wide-ranging review of all aspects of their business, embracing everything from store location to R&D spending. Changes made as a result of this review could be visible in the company's stores by Christmas.

Boots Company chairman Dr Peter Main, interviewed in this week's *Sunday Times*, has revealed that the financial analysis necessary to the review has now been completed, and that strategy changes may be expected to first surface in the stores. He expects some "tough decisions" will be made regarding store numbers and store locations, although the purchase of additional large stores is expected to continue in offsetting the current rate of some 40 closures per year. "Boots have already bought one Woolworth store and are likely to be a bidder for several more if they come up for sale", it is concluded.

Some £25m has been committed to the expansion of pharmaceutical R&D

activities. Top priority is said to be the purchase of "a medium sized pharmaceuticals business with good distribution and an existing portfolio of drugs that will share the marketing load with Brufen".

On the subject of the consumer products division, Dr Main says Boots want to build a business which is not purely dependent on their own shops, and a new £5.8m laboratory has accordingly been built. Almost all its output currently goes through Boots stores, but this is expected to change in the future.

Dr Main is determined that these changes will pull the company off the profits plateau on which it has recently found itself, but acknowledges that "there can't be a worse time to go through such a process".

New Irish depot for Roche Products

Roche Products Ltd this week opened up their own Irish depot. Known as Roche Pharmaceuticals (Ireland) Ltd, the premises are located at Bray in co Wicklow.

Parent company Hoffmann-La Roche have been represented in Ireland for the past 50 years by Cahill May Roberts Ltd, who acted as sole importers and distributors of their products. The new company will be managed by Mr P.J. McGleenan, MPSI, a former president of the Federation of Irish Chemical Industries.

MASS Datakey to accurate marketing

Merchandising and Sales Services Ltd have introduced a new computer-based information service — known as Datakey — which they claim can take the guesswork out of such below-the-line support activity as demonstrations or exhibitions, test marketing, sampling and couponing.

Datakey uses the company's ACORN classifications of neighbourhoods, combined with consumer profiles, providing an index of lifestyles and consumer buying habits, to form a buying power index. This is then matched with the company's list of 21,000 individual retail outlets, which includes 5,000 pharmacies.

In this way MASS's clients, who currently include Beechams Medicines and Farley Health Products, can pinpoint the individual stores which service their target consumer groups. The level of merchandising support for a product can thus be linked to potential demand in any specific store location.

Initial testing of the system has been completed, and it is now available to potential clients as a marketing tool. Datakey can be used in isolation, in which case the information generated is simply passed on to the client company for action. Alternatively, savings can be made by utilising the system in conjunction with other elements of the MASS package such as demonstrations, exhibitions and in store or auxiliary services. *Merchandising and Sales Services Ltd, Bridge Road, Southall, Middlesex UB2 4AG.*

Retail sales

The Department of Industry's retail sales index showed a rise of 3 per cent to 170 in August (1978 = 100) for dispensing chemists (NHS receipts are excluded). This compares with a 9 per cent rise to 151 for all businesses.

More Business News overleaf

R. Gordon Drummond sell off 12 branches

R. Gordon Drummond have disposed of 12 of their total of some 120 branches, predominantly those in the Essex and East London areas. Two newly-formed companies known as Wakestart Ltd and Heareast Ltd, operating as individual companies but with "similar" boards of directors, have bought a total of eight branches, which will now trade under the name Chemipharm. The two companies will have different superintendent pharmacists — Mr S.K. Bagga, MPS, for Wakestart and Mr V. Patel, MPS, for Heareast.

Wakestart/Heareast expect to acquire another Gordon Drummond branch, at Hedgemans Road in Dagenham, in about a months time.

Unconfirmed reports in the trade suggest that Gordon Drummond found the maintenance of their units in the East London area was putting a strain on company communications, and that the branches were proving uneconomic to service from existing depots — hence the decision to sell. Gordon Drummond representatives were however unavailable for comment.

One store in Albermarle Street, London W1, has ceased to operate as a pharmacy altogether, while the branch in Gloucester Road, Bristol is understood to have been the subject of a management buy-out.

Third UK pharmacy for Safeway

Safeway Food Stores are to open up their third UK pharmacy in February 1983, when their new superstore at Acock's Green, Birmingham begins operations. The pharmacy unit will be part of the main 18,000 sq ft sales areas, located close to the 18-till checkout point. One checkout has been designed to be easily accessible to wheelchairs, a feature which will be incorporated into all future superstore developments.

Top 6 take 70 pc of medicine sales

Few new household medicines have appeared on the market in the last 18 months and there is no evidence that many are planned for the immediate future. The UK market is comprised of 15 companies, according to a report in *Retail Business*, of which six account for 70 per cent of total sales.

The largest supplier of household

medicines is Beecham Proprietarys, the other major company being Reckitt & Colman. Nicholas Laboratories, a subsidiary of Australian multinational Nicholas International market the leading indigestion remedy, Rennies, and International Chemicals Company, the UK subsidiary of American Home Products, the leading analgesic, Anadin, says the report. The American company with the widest range of products is Sterling Health. Other major manufacturers are Richardson-Vicks, Miles Laboratories, Optrex, LRC Products and Boots. Companies with one or two prominent products (sic) are Parke-Davies, Fisons, May & Baker, Warner-Lambert and Glaxo.

The continued use of resale price maintenance by manufacturers has prevented competition among retailers — competitive pricing battles happen between the wholesalers, the report notes. Wholesale prices have increased well ahead of inflation, with substantial growth last year, possibly due to the abolition of the Prices Commission and the final implementation of the Medicines Act.

The marketing of household medicines is of key importance to the life of the product and an estimated £7.9m was spent advertising analgesics last year. The decline in the number of pharmacy outlets has halted, but the report points out that drug stores are moving into High Street locations and supermarkets are licensing pharmacy franchises. Manufacturers are concentrating heavily on grocery outlets since the potential for volume sales is very strong.

Second Fisons Australian purchase

Following their acquisition of Australian pharmaceuticals manufacturer Orbit Chemicals Pty Ltd (C&D last week), Fisons plc have bought Watson Victor Pty Ltd, a long established distributor of scientific and medical equipment in Australia and New Zealand.

The new company will be merged with Fison's existing Australian business in the sector, Townson & Mercer Pty Ltd, under the banner of the Scientific Equipment Division giving it "a leading trading position in the Australasian marketplace". Fisons are paying some £2.8m for Watson Victor, but the acquisition is expected to allow the Scientific Equipment Division to double Australian sales to £14m.

Spending up slightly after static '82

Consumer spending is expected to show an overall rise of 2½ per cent in 1983, following nil increase in 1982, according to latest figures from economic forecasters Staniland Hall. An above average increase

is estimated for discretionary expenditure, with spending on "essentials" seen as rising by under 1½ per cent.

This quarter's report also looks at trends in retailing, concluding that growth over the next five years will average 9 per cent by value, and 1½ per cent in volume terms. Double that volume growth is expected in clothing and household goods stores however. *Consumer Spending Forecasts (£75 per copy, or £235 per annum), Staniland Hall Associates Ltd, 42 Colebrooke Row, London N1 8AF.*

Industry gets fewer prereg students

There was a disappointing drop in the number of pharmacy graduates undertaking their preregistration experience in industry in 1981. Only 39 graduates qualified in this area last year compared to 59 in 1980, according to the Industrial Pharmacists Group of the Pharmaceutical Society.

However, visits by members of the group to the schools of pharmacy have been a success in creating an awareness of the opportunities in industry, although the shortage of preregistration places deters some students.

Briefly

■ **Merrell Pharmaceuticals** at Meadowbank Bath Road, Hounslow, have changed their phone number to 01-759 2600.

■ **Il Hwa** ginseng products will now be imported to the UK by King & Gardiner Ltd, 10 Station Road, Harlesden, London NW10 4PZ.

■ **Phillips Yeast Products Ltd** are now able to resume supplies of Vetzyme tablets, Stress tablets and all sizes of Vetzyme JDS shampoo, following a recent fire at their premises.

■ **Colorama Commercial Agencies Ltd** have changed their name to **Beekay Ltd**. New address is Unit 5, Binetone Plaza, Wycombe Road, off Berisford Avenue, Wembley (tel 01-900 0588).

■ **Cosmetics Optique Ltd** are buying **Miracle Dot Ltd**, and have now taken over UK distribution of their lens cleaner products. Advertising and packaging improvements are promised. Inquiries to 6 Burnsall Street, Chelsea, London SW3 (tel 01-352 6445).

■ **Ferro Metal & Chemical Corporation Ltd** have acquired **D.G. Bennet Chemicals Ltd**, whose offices will now move to Ferro's premises at 95 Aldwych, London WC2B 4JF. Mr J.J. Norman, managing director of Ferro Metal joins the board.

■ Orders for products from **Wigglesworth Ltd** should now be addressed to parent company Regent Laboratories' head office at Cunard Road, North Acton, London NW10 6PN. This follows Regent's acquisition by Executives International SA (C&D, July 31 p215).

APPOINTMENTS

■ **Unichem Ltd:** Mr Geoffrey Tomlinson, MPS, of Wisbech, Cambs joins the London North Regional Committee.

■ **CPC (United Kingdom) Ltd:** Richard Lloyd is appointed development manager for non-grocery outlets. His brief here will be to develop sales of the company's products outside the grocery trade, particularly in pharmacies.

■ **Glaxo Holdings plc:** Mr J.M. Raisman has joined the board as a non-executive director. He is already chairman and chief executive of Shell UK Ltd and a director of Vickers plc. He is a council member of the CBI, chairman of their European committee, and sits on their president's committee. He is chairman of the Oil Industry Emergency Committee and chairman of the Council of Industry for Management Education.

■ **Amersham International plc:** Mr John L. Castello and Dr John Maynard, chief executives of the medical products and research products divisions respectively, have been appointed to the board. Mr Castello was previously president and chief executive officer of American subsidiary Amersham Corporation. He is also a director of Alpha Therapeutic Corporation in Los Angeles. Dr Maynard was most recently general manager of the company's Cardiff site.

■ **Nurding & Peacock Ltd:** John Adams is to take over as general manager at Reading, following the appointment of Bob Luckhurst to the main board last August. Mr Adams joined the company in 1965, becoming assistant general manager at the Hedge End branch in 1967. In 1973 he was promoted to manage the then-newly-opened branch at Northampton. Len Howard will now manage the Northampton branch. He joined the company 15 years ago in Ipswich, and became assistant general manager at Colchester in 1980. New general manager at Colchester will be Graham Reynolds, currently assistant general manager at Brighton. Barry Draper becomes assistant general manager at Brighton. All changes will be implemented by the end of the year.

■ **Holgran Food Group Ltd:** Trevor Griffiths, managing director of Holgran Malt Products Ltd, takes the added responsibility for food company production and distribution. He also becomes a director of Sunwheel Foods Ltd. Roy Harris, managing director of the group's health foods division, joins the board of Holgran Malt Products as sales and marketing director. Jonathan Toase and Bob Harrop, sales and buying directors at Sunwheel Foods, are appointed to the board of Holgran Foods. Ray Cottrell, finance director of Holgran foods, joins the board of Sunwheel Foods.

MARKET NEWS

Shortage of chillies

London, October 12: With the approach of winter spot demand for chillies is at its peak but supplies are scarce. There are small stocks of the Chinese variety available on the spot, but origin have not been offering for sometime. Some parcels of small hot grade from West Africa have also been quoted at origin as high as £2,800 metric ton while orders from East Africa sources cannot be fulfilled.

Elsewhere among spices the upward price trend of recent weeks appears to be gathering momentum. Higher during the week were cloves, Sarawak pepper on the spot, turmeric, and several of the aromatic seeds — cumin was unavailable.

Several crude drugs were marked up including Cape aloes, benzoin and cherry bark. Now being quoted again are senega and sarsaparilla in the cif position. A number of basalms were reduced in price.

Pharmaceutical chemicals

Ascorbic acid: (per kg) 20-kg £6.05; 500-kg £5.50-£5.78 as to source; coated £6.20 — (25-kg lots).

Sodium ascorbate: 20-kg lots £6.05 per kg.

Crude drugs

Aloes: Cape spot unquoted; £1,370 metric ton, cif. Curacao no spot or cif.

Balsams: (kg) **Canada:** No spot; £18.60, cif. **Copaiba:** Spot £4.20; £4.10, cif. **Peru:** £9.10 spot; £9.30, cif. **Tolu:** Spot £5.30.

Belladonna: herb £1.10 kg spot; £1.14, cif; leaves £1.14 kg; £1.80, cif; root no spot; £2.34 kg cif.

Benzoin: £135 cwt, cif.

Cherry bark: No spot; £1,575 metric ton, cif.

Chillies: Chinese Fukien rice grade £1,950 metric ton; powder £1,000 per metric ton spot.

Cloves: Madagascar £6,200 metric ton spot £6,100, cif.

Gentian root: No spot; £2,730 metric ton, cif.

Menthol: (kg) Brazilian £6.85 spot; £6.60, cif. Chinese £6.30 spot; £6.30, cif.

Pepper: (metric ton) Sarawak black £890 spot, \$1,250, cif; white £1,325 spot; \$1,600, cif.

Pimento: Jamaican £1,375 metric ton spot; £1,350, cif.

Podophyllum: Unquoted.

Quillaia: Spot £1,095 metric ton; £1,085, cif.

Sarsaparilla: £3,350 metric ton, c.i.f.

Seeds: (metric ton, cif). **Anise:** China star £2,400. **Celery:** Indian £800. **Coriander:** Moroccan £360. **Cumin:** Indian

unavailable. **Fennel:** Chinese £900. **Fenugreek:** Turkish £290; Indian £250.

Turmeric: Madras finger £500 metric ton spot and cif.

Essential oils

Camphor: White £1.20 kg spot; £1.10, cif.

Cinnamon: Ceylon leaf £3.30 kg spot and cif; bark; English-distilled, £155.

Petitgrain: Paraguay £7.70 kg spot; £7, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include Value Added Tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Interphex goes East

Interphex, the annual UK and US international pharmaceutical and cosmetics industry exhibition will also be in Japan in 1983. Agreement has been reached for joint management of the new show by Clapp & Poliak International and Nihon Kogyo Shimbun (NKS).

Interphex Japan will be the first exhibition in Japan devoted exclusively to equipment, products and services for the pharmaceutical and cosmetics industries. The show will take place in Osaka, from

October 26-29, 1983, and will occupy 6,000 sq m at the Osaka International Fair Grounds. Companies from the United Kingdom, France, Italy and Germany, as well as Japan and the United States, are expected to exhibit.

Japan is Asia's largest manufacturer of pharmaceuticals and cosmetics and one of the largest in the world. Their 1980 output of pharmaceuticals reached \$13.2 billion and the 1981 production of cosmetics totalled more than \$3 billion. Details can be obtained from *Clapp & Poliak Int, P.O. Box 70007, Washington DC 20008*.

Golf in Portugal

Unichem has arranged a holiday in Portugal next March for pharmacist golfers. So far more than 50 bookings have been received.

The party will leave in two groups — one from London on March 12 and the other from Glasgow on March 13. The one-week stay will be in the Hotel Penina and some sponsored competitive golf will be available for members of the party who would like to participate. Cost per person is £249 for the London departure and £285 from Glasgow. Any pharmacist golfer wishing to make a late booking should contact Bill Hart at Unichem Ltd, Crown House, Morden, Surrey SM4 5EF.

Monday, October 18

Mid Glamorgan East Branch, Pharmaceutical Society, The White Hart Hotel, at 8pm. Dr J. L. Moore on "Radiation and cancer research". Buffet supper.

Tuesday, October 19

Epsom Branch, Pharmaceutical Society, Bradbury postgraduate medical centre, Epsom District Hospital, at 7.45pm. Film presentation on "Inhalers and patients".

Wednesday, October 20

Crawley, Horsham and Reigate Branch, Pharmaceutical Society, Red Cross Hotel, Reigate, at 7.30pm. Social evening and pub sports.

Worthing Branch, Pharmaceutical Society, Beechams Research Pharmaceuticals, Clarendon Road, Worthing, at 7.30pm. Speech by Beecham representative(s).

Thursday, October 21

Ayrshire Branch, Pharmaceutical Society, Balgarth Hotel, Dunure Road, Ayr, at 8pm. Miss D. MacKinnon on the ranger service at Culzean.

Bedfordshire Branch, Pharmaceutical Society, Bird-in-Hand, Henlow Camp Crossroads, at 8pm. Dr Michael Priestman on "Rabies — mad dogs and Englishmen".

Dundee and Eastern Scotland Branch, Pharmaceutical Society, Lecture theatre 3, Ninewells Medical School, at 7.30pm. Mr J. E. Black, administrator, prescription pricing bureau, on "The work of the prescription pricing bureau".

Leeds Branch, Pharmaceutical Society, Creskeld Room, Parkway Hotel, at 8pm. P. Crotty on "Mayoral Memories".

Advance Information

Hounslow Branch, Pharmaceutical Society. Annual dinner, Garth Hotel, Brickfields Lane, Harlington on October 28. Retails from Mr E. Baker, telephone 01-570 27 75.

Bath Branch, Pharmaceutical Society, Rudloe Park Hotel, Corsham, November 12 at 8pm. Annual dinner. Details from Mrs L. Sewell, telephone 0225 705258.

Industrial Pharmacists Group Meeting, Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN, October 27, commencing 10.30pm. Meeting on "Novel aspects of drug administration". Meeting followed by R. P. Scherer Award presentation.

The Unit for Retail Planning Information Ltd, Regent Centre Hotel, London W1, November 24, workshop on "M25 — an opportunity for retail development?" Fees £75 (ex VAT) to URPI members, £95 (ex VAT) to non-members. Details and application forms: Christine Nixon, URPI, 26 Queen Victoria Street, Reading, telephone 061-228 6333, ext 228.

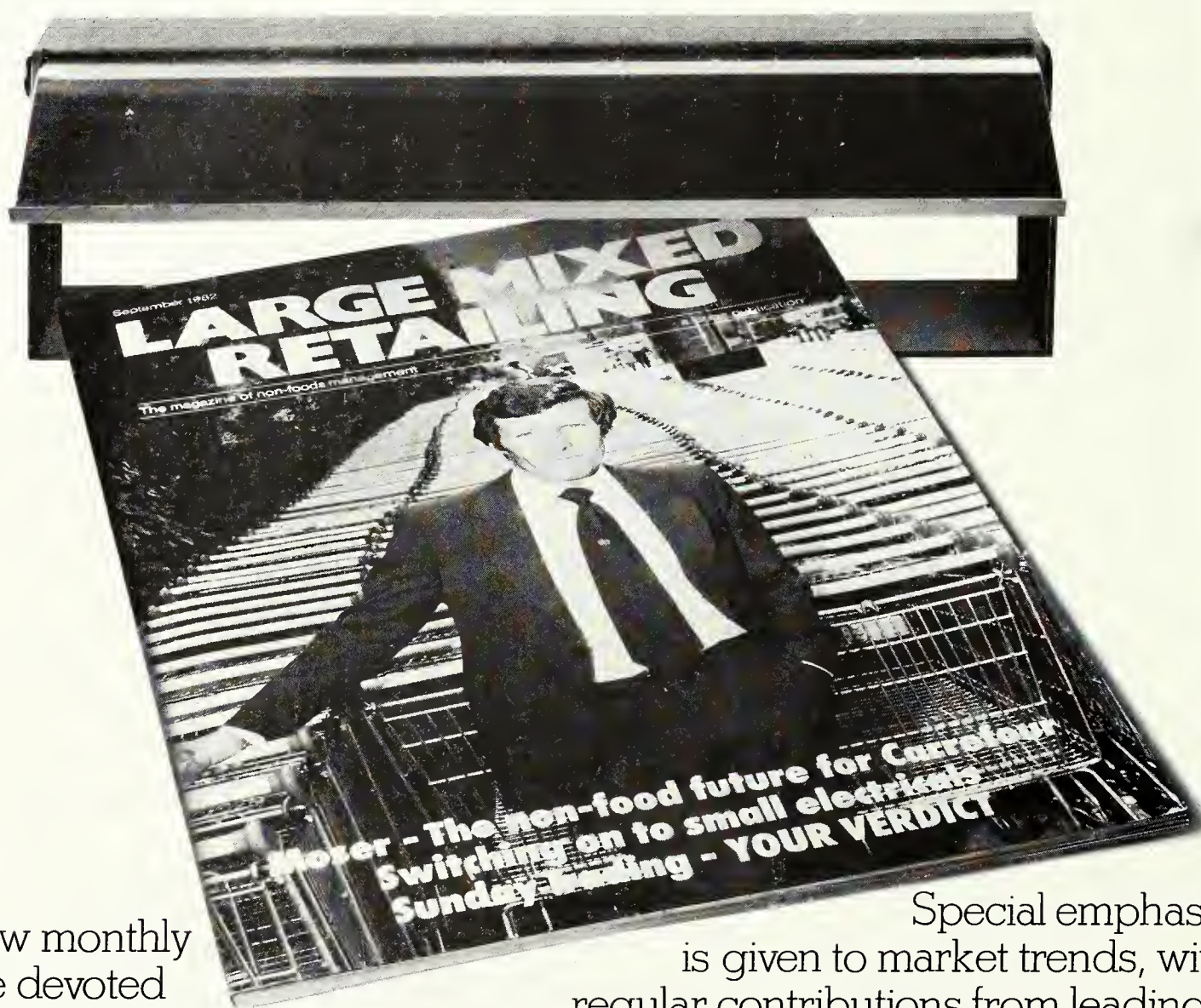
Computer Based Training Exhibition and Seminars (CBT 82), Conference Centre, Lords Cricket Ground, London, December 1-2. Fee for one day £103.50, for two £184 (inc VAT). Details from Cathy Owen, The National Computing Centre, telephone 061-228 6333, ext 228.

European Organisation for Quality Control, Sheraton Schiphol Inn, nr Amsterdam Airport, on December 1-2 or 2-3. Round table discussion, "Analytical and quality control requirements for registration applications for human and veterinary medicinal products and practical implications." Registration fee SFr220. Details from Pharma/Cosmetic Section, c/o SAQ Secretariat, PO Box 2613, CH-3001 Berne, Switzerland.

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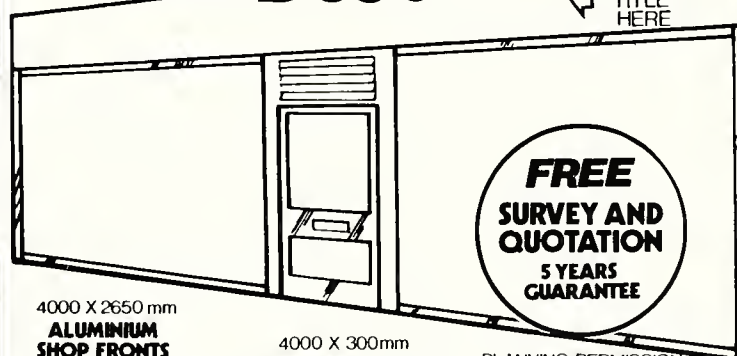
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